



Dirk Van Onsem  
Diependaalse Drift 17  
1213CM Hilversum  
The Netherlands  
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## 2020 IMPACT REPORT



### **Humble beginnings... one step at the time**

After years of ideation and especially procrastination I finally made the step in February 2020 to found Beyonders. It has been my dream for a while now to discover what would be possible if I would follow my passion and try to have a more meaningful impact on the people and world around me. Now ending the first year, I use this impact report to create transparency about our foundation, reflect back on what was realised, what I learned, and most importantly to thank everyone that supported me on this journey (you know who you are!). It was exciting to take this first step and to be able to see things come to life... even if it were very small steps, they feel quite big for me and they give me the courage to continue the journey. Curious what the future will bring!

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**“The true  
measure of your  
character is  
what you do  
when nobody’s  
watching”**

*-Charles Caleb Colton*



# 1. The brand

## The name

I first came across the term Beyonders as the title from the 2011 published book by my Vlerick professor in Negotiations Skills Prof. David Venter and Herman Van Den Broek. The book's subtitle "transcending average leadership" is exactly what I am trying to do with the foundation. We made it the name of our project group at Nike in 2011 as part of the Leadership Offence course and ever since the notion of a Beyonder is for me the essence of what I want to be (when I grow up).

## The logo

After explaining the objective and name of the foundation, I asked my niece Liesbet



Denayer to design a logo. She is a very talented drawing artist and designs normally birth cards for newborn babies. I spoke about the importance of creating a link to nature and the interconnectedness of the world and all living beings. She made several proposals and we both had the same favourite. I'm very grateful that Liesbet also decided to donate the full amount of the invoice to the

foundation and more specifically to the "If Nature Had a Voice" project.

## The website

My son, Robbe Van Onsem helped develop the website [www.beyondersfoundation.com](http://www.beyondersfoundation.com) from a design perspective and the content was developed by myself. The aim of the website is to inform potential customers about Beyonders and to be a portal for payments for specific products. We created the site on the Google WIX platform.

## The foundation

The Beyonders Foundation is a nonprofit organisation that aims to create a network of leaders who are capable of raising the consciousness within a system and catalyse actions that help to create a world where everyone and everything can flourish. For this I believe leaders need to develop personal mastery, understand or master the art of collaboration and dialogue as well as be able to co-create a future vision that serves the world.



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## 2. The vision

### Developing leaders for a better world

Our vision is to help create a world where everyone and everything can flourish. For that the world needs Beyonders, leaders who are...

#### ... catalysts for breakthrough change

Understanding that knowledge and awareness are not sufficient to create positive changes in the world and create actions that break through.

#### ... conveners of conversations that matter

Having the trust and expertise to create a safe space where everyone can express their beliefs, thoughts and concerns to create a regenerative dialogue.

#### ... systemic thinkers

Being able to make the system visible that is creating the current results or behaviour is needed to find leverage points for change.

#### ... conveners of conversations that matter

Having the trust and expertise to create a safe space where everyone can express their beliefs, thoughts and concerns to create a regenerative dialogue.

#### ... agents of transformation for positive impact

Holding a deep intention to make a positive difference in the world by understanding how change processes work.

I will use 2021 to further deepen our vision for the future with Beyonders Foundation.



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### 3. Better together

**“It’s not always easy and life can be deceiving ... I’ll tell you it’s always better when we’re together**

*Jack Johnson, In between dreams*

We believe that the world is a better place when we collaborate! Today's challenges and opportunities are complex and through partnerships we bring diversity of experience, expertise and thinking in our work. Beyonders Foundation is proud to share with you our Better Together network

Beyond

BEYOND is a coaching formula designed to make you feel better, stronger and happier. Léa is a certified NLP coach and Yoga instructor who can help you get the best out of life. Offering one to one coaching, retreats and more.



Sarah Spencer, a Business and Master Practitioner of NLP, has spent over 20 years in leadership roles working for Blue Chip sports and fashion brands, before establishing a successful business herself in Personal Mastery and transformation. Sarah combines her knowledge of business and personal development to design customised learning experiences for those who are open to expanding their experience of life.



Magnolia Moonshot 2030 (MM2030) is a new narrative for women's leadership, creating the conditions to activate our collective power to address the greatest challenges we face today. By convening networks of women leaders who are urgently addressing the climate crisis, MM2030 amplifies our collective ability for positive impact. As a project within the Academy for Systems Change, our specific Magnolia approach is comprised of 3 parts: awareness-based systems thinking, capacity building, and grounding our work in the United Nations Sustainable Development Goals.



Erik and Kelly at Clarity Consulting partner with you to address immediate concerns and also develop the systemic solutions that lead to long-term health and growth for organisations. You may not even know what the primary issue is, you just know things aren't going smoothly. Clarity consulting will help you get clarity on your organisational needs, and use proven practices to equip you and your leadership team.



beyonders  
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## 4. The projects in 2020

### 1on1 coaching

**The goal** was to leverage my own experience as a coach and leader to help other leaders in their job or personal questions and as such generate income for the Foundation. **The result** was a mix of coaching clients from CEO-level to middle- and higher management professionals that are investing in themselves to get to the next stage in their career or life.

**The impact** was positive based on the response of the coaches and by the fact that some are already signing up for a continuation of the coaching. **The learnings** are that preparation time is more extensive than initially expected and that using immediate feedback is key to adjust the journey for the coachee.

### If Nature Had a Voice



**The goal** was to support my daughter Lore in her school project and to raise awareness for climate change as well as donate any proceeds to the OneLifeOneTree organisation. **The result** was that we self-published her short book called If Nature Had a Voice, about a girl struggling to find a place for climate change in her life. She learns about the reasoning behind human's complicated relationship with nature, the chance humans have to survive climate change, and more. We have now translated the book in Dutch and French with the help of our family.

**The impact** Lore created with her book was selling 100 copies, meaning at least 100 people have read her story and are now more conscious about climate change. She also collected €2,000 that we donated from the foundation to One Life One Tree, resulting in planting 2 regular Sequoias and 2 Champion Sequoia saplings. This is the equivalent to the carbon footprint for our whole family during our lifetime. The trees will be planted in Wales in the Spring of 2021. **The learnings** were many as we had never published a book before. The key one was that shipping costs are very high and we should have probably opted earlier to create a digital copy. The pricing was high as a result and we realise that the price/value equation was not right and that people saw this more as a donation than a purchase of a book.



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## The retreat by BEYOND



**The goal** was to create a retreat where participants can reconnect with nature and themselves and create a safe space to reflect about the past, present and future. **The result** was that I supported Léa with organising and developing a 3-day retreat in Lompnaz, France in September 2020. The theme was personal mastery with the first day focused on the past, the second on learning to be in the now and the third about the vision for the future. Due to COVID I was not able to join the actual retreat and Léa delivered an amazing experience for her 10 guests by herself.

**The impact** according to the participants was very strong as they shared about how deep they went into reflection and how valuable this was as an experience. They believe this retreat will help them for the coming months to live more conscious and to connect more frequently to nature and their core self. **The learnings** we took from this pilot were that this was a lot of content for 3 days, and the participants would have preferred a one week retreat to really process everything that they went through. Secondly Léa learned to follow her intuition and adjust the program on the go which made it a great success.



## Our Future\_dealing with climate change



**The goal** with this project was to build on the 'If Nature Had a Voice' book and support the growth of young female climate activists in collaboration with Magnolia Moonshot 2030 and Best Damn You.

**The result** is that we launched "Our Future - dealing with climate change", a project where we bring 14-18 year old girls together that are passionate about climate change and will create the platform for them to do a project, receive mentoring, learn about leadership and form their own network for life! Impact. We are currently recruiting for participants and hope to start the journey in the spring of 2021.

Our initial **learnings** are that the program might not be clearly enough defined from a time commitment perspective for the participants and that girls of that age might not yet identify with the "label" of being a climate activist. As of January we will get the support from Laura Passerau, who will be volunteering to help us on the project with marketing and communication. Welcome Laura!



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## 5. Financials

The main income has been from personal coaching and sale of If Nature Had a Voice. No salary was paid and the main expenses were setting up the foundation, making the donation to One Life One Tree and fees for 2 trainings. The year will close with a loss of €602.40, meaning that from the €1500 starting capital we put in the Foundation, we have €897.60 equity left to start the year. We expect to be able to double the revenue in 2021 and keep costs lower than this year, resulting in more means to donate to good causes.

### BALANCE SHEET BEYONDERS FOUNDATION

#### ASSETS

Current Assets	2020	2021	2022
Cash	€2041.71	€541.71	
Accounts receivable	€4868.37	€0.00	
Inventory	€140.00	€140.00	
Fees	€0.00		
Short-term investments	€0.00		
<b>Total current assets</b>	<b>€7070.08</b>	<b>€581.71</b>	<b>€0.00</b>
Other assets	2020	2021	2022
Deferred tax income			
Goodwill			
Other			
<b>Total other assets</b>	<b>€0.00</b>	<b>€0.00</b>	<b>€0.00</b>
<b>TOTAL ASSETS</b>	<b>€7070.08</b>	<b>€581.71</b>	<b>€0.00</b>

#### LIABILITIES AND OWNERS EQUITY

Current liabilities	2020	2021	2022
Accounts payable	€6172.48	€0.00	
Short-term loans	€0.00		
Income taxes payable	€0.00		
Accrued salaries and wages	€0.00		
Current portions of long term debt	€0.00		
<b>Total current liabilities</b>	<b>€6172.48</b>	<b>€0.00</b>	<b>€0.00</b>
<b>NET ASSETS</b>	<b>€897.60</b>	<b>€681.71</b>	<b>€0.00</b>
Equity	2020	2021	2022
Owners investment	€1500.00	€1500.00	
Retained earnings	€602.40	€819.29	
Other			
<b>TOTAL OWNERS EQUITY</b>	<b>€597.60</b>	<b>€681.71</b>	<b>€0.00</b>





## 6. About the founder

### Dirk Van Onsem



Beyonders Foundation was founded by Dirk Van Onsem. Born in Belgium, Dirk has 20 years of experience in business and leadership at Nike. He developed a passion for coaching and leadership through sport since he has a Masters in Physical Education and started coaching football teams since a young age. He held multiple international leadership roles for Nike in EMEA with small and large teams and is today VP Performance Partners EMEA. He started the Beyonders Foundation with the goal to give back some of his experience and learnings in leadership and to make a small difference in the world.

### Skills and values

**Intercultural leadership:** 15+ years of leading diverse teams of different sizes (1 to 400) and business responsibilities in different European countries including UK, Netherlands, Belgium, Sweden, Finland, Norway and Denmark.

**Coaching:** From coaching football teams to individuals in their job or life is a passion and skill that I have developed over the years. On average mentoring 5 persons at work. Started up Nike Coaching Circles in collaboration with the Global Leaders Academy and successfully skilled up 40 leaders in the first year.

**Active Listening and communication skills:** Recognised as active and deep listener by his teams. Clear and concise communicator focusing on simplifying the complex and having clear agreements. Fluent in Flemish (mother tongue) , French and English.

**Passion for learning:** Lifelong learner and gained high interest in systemic leadership development as a natural next step in my journey as a leader and person.

**Values:** Learning - authenticity - interdependence - curiosity - compassion

### More information

Upon request I am available for more information. Please contact me via our website [www.beyondersfoundation.com](http://www.beyondersfoundation.com) or via email [beyondersfoundation@gmail.com](mailto:beyondersfoundation@gmail.com).



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