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9 April 2022

2021 IMPACT REPORT



A steep learning curve...

The year 2021 was in many aspects a copy of 2020 with covid-19 still dominating our lives. With Beyonders Foundation we focused on the Our Future_Dealing with Climate Change project and continued our 1:1 coaching. Many learnings arose in the project for all involved. Next year is another year of inquiry, this time one that includes writing a book on personal mastery with a very dear friend of mine.

More to come soon on this!

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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 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.



Contact us: beyondersfoundation@gmail.com

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 keep further deepening my vision for the future with Beyonders Foundation. This year was very much a stand still as time invested was limited



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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.



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4. The projects in 2021

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 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 in 2021 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 have been 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. In 2021 we have kept selling copies of the book.



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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 have created a platform for them to do a project, receive mentoring, learn about leadership and build their own network. We published the project findings on a medium blog, <https://www.beyondersfoundation.com/post/call-for-climate-action-by-next-gen-female-leaders> . These were our participants:



The **impact** we created was a 9 months program resulting in a presentation to 20 business leaders about their project findings in November 2021. The areas of the projects were Eco-feminism, Eco-mindset and Appreciation for Nature. The feedback of the attendees was very positive on the outcome. The girls gave feedback later about the program and reported that they found it beneficial for their leadership skills, eco-commitment and especially belief in themselves.



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 paying the coaching for the Our Future Project and website maintenance costs. The year will close with a profit of €4078.37, however with €4500 remaining in account receivable with a strong delay. Whilst the starting capital we put in the Foundation in 2020 was €1500, we now have €5622.72 equity to start and invest in 2022. We did not succeed to double the revenue in 2021 as expected, however we minimised costs more. We will review in 2022 how to best invest our funds aligned to our vision and mission.

BALANCE SHEET BEYONDERS FOUNDATION

ASSETS

Current Assets	2020	2021	2022
Cash	€2041.71	€541.71	€1044.17
Accounts receivable	€4388.37	€6113.70	€4500.00
Inventory	€140.00	€140.00	€140.00
Rest			
Short-term Investments			
Total current assets	€7070.08	€6795.41	€5684.17
Other assets	2020	2021	2022
Deferred tax income			
Goodwill			
Other			
Total other assets	€0.00	€0.00	€0.00
TOTAL ASSETS	€7070.08	€6795.41	€5684.17

LIABILITIES AND OWNERS EQUITY

Current Liabilities	2020	2021	2022
Accounts payable	€6172.48	€1172.69	€427.35
Short term loans	€0.00		
Income taxes payable	€0.00		
Accrued salaries and wages	€0.00		
Current portion of long term debt	€0.00		
Total current liabilities	€6172.48	€1172.69	€427.35
NET ASSETS	€897.60	€5622.72	€5256.82

Equity	2020	2021	2022
Owner's investment	€1500.00	€1500.00	€1500.00
Retained earnings	-€602.40	€4078.37	€3702.47
Other			
TOTAL OWNERS EQUITY	€897.60	€5622.72	€5256.82



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 or via email beyondersfoundation@gmail.com.



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