



CARLINKE JANSEN

STRATEGIC HR PARTNER FOR STARTUPS & SCALE-UPS

HUMAN GROWTH THAT PROPELS YOUR BUSINESS




SCALABLE BUSINESS, VULNERABLE TEAM

You're growing fast, but...

Who does what? Why is there tension in your leadership team? Why is that new hire not working out after all? And meanwhile, you just have to keep going. Sound familiar?



A photograph of a person's hands writing in a spiral-bound notebook on a desk. The person is wearing a brown long-sleeved shirt. On the desk, there is a black mug, a clipboard, and a laptop keyboard is partially visible on the left.

YOU BUILD THE PRODUCT I MAKE SURE YOUR TEAM LASTS

PROCESS COMMUNICATION MODEL PROVEN EFFECTIVE

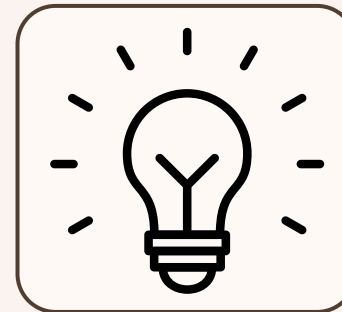
Using the Process Communication Model (PCM), I help teams collaborate in a healthy and effective way – and I help founders get back to focusing on their business.

Understanding your team starts with language. PCM reveals what truly motivates people – and where things fall apart. It gives you a compass for communication, collaboration and hiring decisions.

YOUR TEAM IS GROWING, BUT ROLES ARE FUZZY. THINGS ARE BEING DROPPED, RESPONSIBILITIES SHIFT, AND YOU'RE CONSTANTLY PUTTING OUT FIRES.



YOU WANT CLARITY AND COLLABORATION - WITHOUT CREATING A MEETING CULTURE.

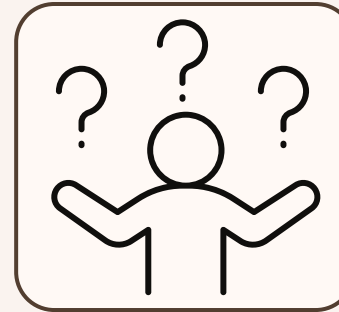


WITH THE PCM PERSONALITY ASSESSMENT, WE MAP OUT EACH PERSON'S NATURAL STYLE, STRENGTHS AND PITFALLS. THIS CREATES CLARITY IN ROLES AND COMMUNICATION - NOT THROUGH RIGID JOB DESCRIPTIONS, BUT THROUGH REAL INSIGHT.

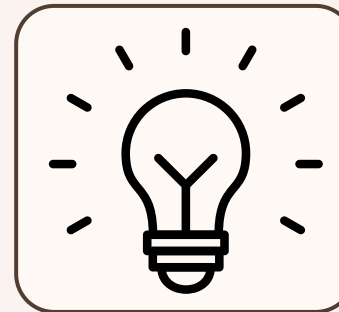


EVERYONE'S DOING
EVERYTHING BUT
NOTHING'S CLEAR

YOU WANT YOUR TEAM TO FUNCTION WELL,
BUT YOU KEEP POSTPONING PERFORMANCE
OR DEVELOPMENT TALKS. MEANWHILE, YOU
DON'T KNOW WHO'S HAPPY AND WHO'S
QUIETLY LOOKING TO LEAVE.



YOU WANT A TEAM THAT GROWS,
COMMUNICATES AND STAYS.



WE COACH BASED ON EACH PERSON'S
INDIVIDUAL PERSONALITY PROFILE (PCM) AND
TEACH YOU HOW TO GIVE FEEDBACK IN A WAY
THAT TRULY RESONATES WITH EACH TYPE. THIS
PREVENTS MISCOMMUNICATION AND HELPS
YOU BUILD A FUTURE-READY TEAM CULTURE.

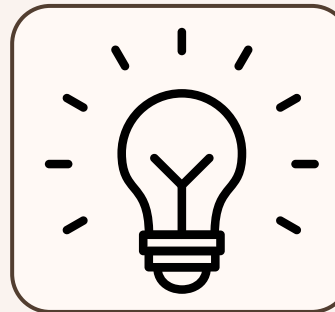


FEEDBACK? GROWTH?
HONESTLY, NO IDEA.

YOU DELAY HIRING OR RELY ON GUT FEELING.
SOMETIMES THAT WORKS, SOMETIMES IT
DOESN'T. MEANWHILE, YOUR TEAM IS
OVERLOADED.



YOU WANT THE RIGHT PEOPLE AT THE RIGHT
TIME WHO TRULY FIT YOUR TEAM.



WE USE PCM TO GO BEYOND SKILLS AND LOOK
AT TEAM DYNAMICS. THAT WAY, YOU HIRE
PEOPLE WHO NOT ONLY FIT YOUR WAY OF
WORKING BUT ALSO STRENGTHEN YOUR TEAM.



HIRES ARRIVE TOO LATE
OR JUST AREN'T THE
RIGHT FIT.

HUMAN PROFIT = BUSINESS GROWTH

- Less noise, more flow
- Conflicts are resolved quickly
- Engaged, motivated team members
- Founders regain focus on the business
- Smarter, strategic hiring decisions



YOUR OWN HEAD OF TEAM DYNAMICS – WITHOUT PERMANENT POSITION

Your sparring partner for growing pains,
role clarity and energy leaks – right
where you need it.

1

QUICKSCAN AS STARTING POINT

Personal profile for each MT/
leadership member incl. 1-on-1
debrief

2

STRATEGIC SUBSCRIPTION

On-call for conflict, motivation & communication
Sparring for founders
Mini-coaching or interventions where needed
Monthly check-in + insights report

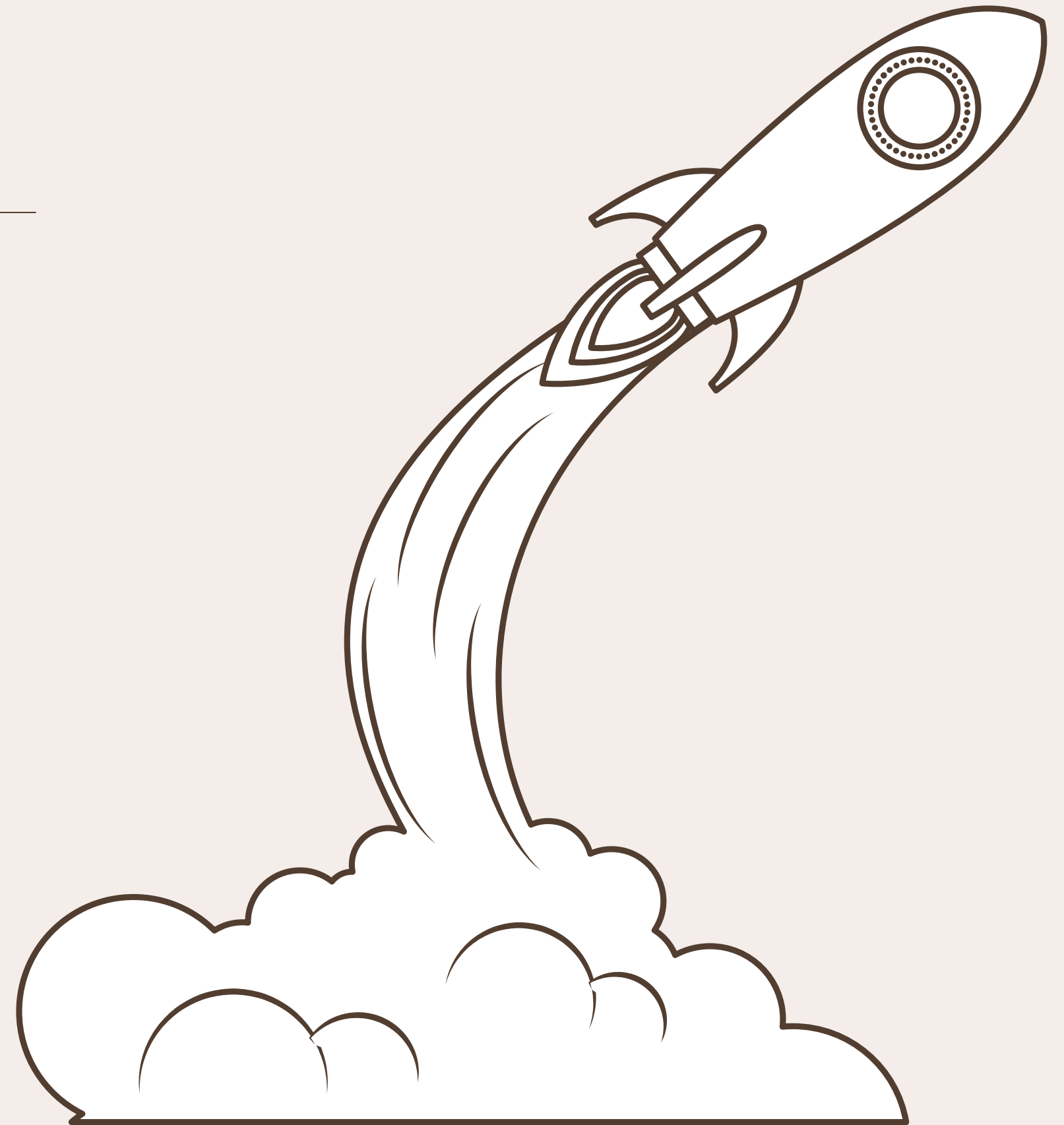
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ADD-ONS

For selection, team development and
onboarding

FOUNDERS WITH AMBITION AND GUTS

- Startups & scale-ups with 5+ team members
- Teams that want to grow without unnecessary friction
- Founders who invest in their people and want a tailored solution, without hiring full-time





**Overtuigend
Aanpassend
Charmant**

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ABOUT CARLINKE

- Certified PCM Trainer
- Experienced coach, communication expert & team facilitator
- Warm, sharp and practical

**YOUR PERSONAL SOUNDING BOARD AS A
FOUNDER**



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LET'S CONNECT