



*"I loved the concrete Triple S tools
Robert and Ingeborg gave us to understand
and fulfill the deeper needs of the people I work with
much better, with great benefits for my business
and also my private life."*

- Manoj Chugani,
CEO RCI Document Solutions, Lagos, Nigeria.



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By **Robert Benninga** and **Ingeborg Weser**. They are the creators of the **Triple S Method**, which gives you a practical vocabulary and toolbox for profound understanding of human communications, needs and behaviors. Allowing you to realize your greatest professional and personal ambitions. Over the last 25 years 300.000 people in 55 countries have enjoyed the benefits of this powerful material. Robert combines his solid business experience and proven success with Ingeborg's background as a renowned psychologist and relationship expert



A Healthy Heart, the Basis of Everything

It's your people who are the heart of your business. They make the difference between success and failure. Low commitment, mistakes, rivalry, conflicts, resource-draining projects, unhappy customers, turnover, sick leave, new hiring and training are a continuous challenge. Poor people management is a serious danger to continuity and profitability. It's like driving with the handbrake on. What do you do to keep the heart of your company strong and vibrant?

A health check for your business

A culture of high performance, engagement and ownership mentality is possible if you begin by focusing on our deepest human needs, or what we call **Triple S**. Do we feel Safe, Seen and Supported? When we fulfill these basic needs it brings out the very best in us, and as a leader, you can unleash the full potential of your entire organization, resulting in ample time, a great team and abundant money.

Safe: a feeling of truly belonging, being an important part of the organization.

Physical and basic financial security is essential for all of us to feel protected. Trust is a key feature in safe teams and is built on experiences of fairness, reliability and credibility. People feel invited to contribute, share their ideas and creativity, dare to think out of the box and ask pertinent questions. They are willing to signal when things go wrong and feel comfortable to admit mistakes and learn from them collectively. Safe in a team stimulates commitment and loyalty with the company. In a safe organization people are actively engaged with the mission and get energized by the collective purpose.

Seen: about mutual respect, recognition and validation.

Team members give each other well-balanced feedback on a regular basis. They make it a habit to recognize successes publicly, show appreciation and express gratitude. A Triple S team excels in supporting talents and constructively deals with shortcomings. A culture of seen promotes clear and open communication and is able to repair conflicts smoothly and effectively for the sake of the whole organization and its desired results.

Supported: feeling supported when receiving practical assistance in challenging times.

Support also means getting inspired and trained to grow to the next level of professionalism and personal development. A supportive team creates a culture where helping each other is natural and asking for help is encouraged. The benefits of support come from the fact that excellent cooperation makes optimal use of the collective knowledge, experience and expertise of everybody.

Make the heart of your business even stronger

As business leaders, we have the crucial role of setting clear result-driven demands next to creating an environment where people feel invited to perform the very best they can. Implementing a Triple S business culture is just as powerful and effective as our best YPO forum experiences based on those same key principles of feeling safe, seen and supported.

Four steps to make your organization Triple S-proof

1. Define what safe, seen and supported very concretely means to you and ask your people to do the same in their working environment. This will give you and them a clear insight in the current state of your organization's cultural health.
2. Make the identified Triple S topics measurable and give them scores on a scale of one (really bad) to 10 (excellent).
3. Set very clear new score goals for these topics to achieve in the near future
4. Make an action plan for what needs to stop, continue and start to accomplish these Triple S goals.

Try this at home

Closer to home, you can take a look at what giving and receiving safe, seen and supported means to you and your dear ones in your private life. Create a Triple S health check and action plans together with your family or spouse/partner.

Invest time and energy in your Triple S way of working and living. You and all the people around you will surely be rewarded with the happiness, success and significance you desire and deserve!



"Working with Ingeborg and Robert was a wonderful experience. Their Triple S approach helped me to reach deeper inside of me, understand human behaviour more profoundly, and realize that all humans share the desire to feel Safe, Seen and Supported: an inspiring recipe to profoundly improve personal and professional relationships and performance."

- **Daphne Hering**, Chair for Entrepreneurship and Innovation Management, Technical University of Berlin.



Robert Benninga & Ingeborg Weser

Watch our Triple S Video: <https://bit.ly/2uEBkpg>

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