



## InZentiveInBarcelona

Drs. Wytze Russchen and Dr. Aat Peterse are together InZentiveInBarcelona. They seek to contribute to and give support to the development of anyone who wants to 'work' on him or herself. Both Wytze as Aat have extensive experience in organizing and facilitating meetings, events and teambuilding for all kinds of professionals in Europe.

They combine a professional background and ample experience in board room counseling with the art of bringing relaxation and content to exchanges, for individuals and groups. Aat and Wytze would love to show you another side of Barcelona... and of yourself and your colleagues. Their huge life experience and human interest guarantee an unforgettable and inspirational personal and/or team experience for all participants.

Wytze and Aat are fully committed to your cause and are known to be the perfect hosts. InZentiveInBarcelona is a full-service event and development agency and can realize your event, teambuilding or party from A to Z. We look forward to welcoming you (and your colleagues) to go Zen with Fun in Barcelona!

**A good programme is the foundation of the success of any event, whether it is for one day or more. We design it according to the theme that you put forward. One example is our holistic design of a four-day revitalization programme «Start in Barcelona», intended for team building and resourcing.**

**Day 1 (Thursday), we are often blind to the best in ourselves.**

**Morning (10h - 14h):** Tour along highlights of Villa Olimpica, demonstrating how Barcelona transformed itself from city on the coast to coast town. Conclude day with lunch at beach club.

**Afternoon (16h-20h):** Workshop Imago; Location: Beach. From childhood we develop an image of ourselves to mask negative feelings or to join the in-crowd. How to free ourselves from it. Closing with a glass (or two) of cava in the setting sun. Dinner in Barceloneta.

**Day 2 (Friday) Access to your better self Our better self. Is often hidden below the surface of our personality - you should descend to it.**

**Morning (10h-14h):** excursion along the underground ruins of Barcino (Roman Barcelona) Lunch in the garden of Villa Maria in Vallvidrera

**Afternoon (16h-20h):** Workshop Mindfulness: Learning to stay in the moment and get in touch with yourself. Closing with cava in the garden with views over Barcelona. Tapas in town.

**Day 3 (Saturday) Reinforcement of our bio-system and relationship with the world.**

The Mediterranean diet is the best we know to strengthen our bodies at the cellular level, and that starts with choosing good ingredients.

InZentiveInBarcelona organizes incentive and development trainings and events in and around Barcelona. Individually or by group.

**Morning (10h-14h)** Visit with a chef to the best market in the old town of Barcelona where we will do the shopping for his restaurant, followed by a cooking class. Lunch: the result of the cooking class  
**Afternoon (16-20h)** You in your work environment. A Socratic dialogue about values in dealing with others in our work under the direction of Aat and Wytze.



**Day 4 (Sunday) Mens sana in corpore sano**

Mens sana in corpore sano. A spiritual moment in the Montserrat church followed by a brisk walk on the same mountain. A good lunch in the monastery restaurant and a review of the experiences and insights gained during the past few days.

A good programme is the foundation of the success of any event, whether it is for one day or more. We design it according to the theme that you put forward. One example is our holistic design of a four-day revitalization programme «Start in Barcelona», intended for team building and resourcing.



**We look forward to making an appointment for an intake meeting!**



## Endorsements

“Having Wytze as a personal coach is somewhat different than you would expect from a personal coach. I reached out to him because I needed some clarity in direction and to help me clear up some internal struggles I had with myself. Mostly business related but certainly not all. After our first meeting, I realized I had found the right man.

He doesn't tell you so much what to do (who wants that?), but, rather, he lets you explain yourself and then puts his own layer of expertise over that (I'm pretty sure he has experience in all fields given his background).

So not only you do the talking but Wytze enlightens you also with his stories and expertise. From this expertise, you can distill your own learning points and action steps.

At the end of each talk, he was always able to end the conversation by letting me make one small (but significant) promise to him and to myself improve upon next time. Excellent stuff...”

*Chris Smit  
Managing Director Culture Matters  
<https://culturematters.com>*



## Endorsements

“Aat is a great communicator (in countless languages), and has a knack of getting straight to the heart of complex political and technical issues. He also gets along well with people of all ages and backgrounds – a useful skill, particularly in European affairs.”

*Dudley Curtis, EU Communications Specialist, European Transport Safety Council, European Federation for Transport & Environment, BBC*

### Contact us:

#### Aat Peterse

Tel: NL gsm: 0031 616321075

Tel: ES gsm: 0034 611315746

Email: [aat@inzentiveinbarcelona.com](mailto:aat@inzentiveinbarcelona.com)

#### Wytze Russchen

Tel B gsm: +32. 475.754.483

Tel ES gsm: +34. 656.234.130

Email: [wytze@inzentiveinbarcelona.com](mailto:wytze@inzentiveinbarcelona.com)

Websites:

[www.begininbarcelona.eu](http://www.begininbarcelona.eu)

[www.begininbarcelona.com](http://www.begininbarcelona.com)

[www.inzentiveinbarcelona.com](http://www.inzentiveinbarcelona.com)



# Go Zen with Fun in Barcelona

InZentiveInBarcelona organizes incentive and development trainings and events in and around Barcelona. Individually or by group. These short “retreats” are effective thanks to the knowledge and experience of the coaches and to their setting in inspiring surroundings. Barcelona, due to its location, climate, dynamics and history provides a unique backdrop for your event and an ideal place to recharge your mental batteries.