

# Joy through Noble Purpose©



## Context & purpose

- I believe that *we become more of ourselves through what we do in Life*. Working becomes a way of bringing our passion, motivation, engagement, expertise, experiences, Life wisdom, ... together in an authentic contribution to the realization of the Noble Purpose of the project or organization we have engaged in.
- It is my conviction that all people can *find clear answers to the essential questions* 'How can I live a (more) fulfilling Life?', 'What to do to really feel accomplished?', 'How to transform my Life into a meaningful & joyful experience every single day through the activities I engage in?'
- This requires *becoming free* of judgments, negative beliefs, low self-esteem, lack of self-confidence, making unconscious choices, living a Life that isn't ours. The impact of this is huge!
- *The best way forward* from my experience is by living coherently with a noble purpose and be driven by a set of core values, that we have chosen for ourselves. Choosing for ourselves will allow us to shift our focus from 'I have to' to 'I have consciously chosen to'. It sets us on the right track of authenticity and true freedom where we live our own Live the way we want it to unfold.
- This requires *elevated consciousness and self-leadership* – having clarity of why we do what we do, create full coherence with our values, beliefs and that what drives our thoughts and actions. It's a way of living that creates freedom, and inspires to bring more beauty, harmony and joy into our lives. This approach is far from being a hollow business methodology or transactional technique.
- In that context I have created Joy Through Noble Purpose©, a non-residential two-day *meaningful, profound, intense and highly interactive transformational experience*. It will address several dimensions of what drives us in Life and how we can become truly free and accomplished Men & Women, realizing that special thing we were born for in this Life.

## What questions will be answered?

- Why do I (want to) get up in the morning, i.e. what noble purpose do I want to serve?
- What values guide me?
- How much do I like my current work/activities/Life? Why (not)?
- How can I live a balanced, mindful and conscious Life ... that is mine?
- What mental models do I have and how do these hinder or help me realize my noble purpose?
- Where do I see (returning patterns of) blockages in my life? What withholds me to jump or transform me? How to overcome these?
- How to communicate authentically, non-violent and from my core truth?
- How to feel free while taking difficult decisions (between conflicting interests)?
- What have been my tipping points and moments of true learning? How much do I use these today?
- How to live with a great balance of beauty, harmony and joy?

## For whom have I created this program?

For each person, whatever their role in society, phase in Life, social background or degree of self-consciousness, who is interested in finding answers to the key questions mentioned above, who wants to discover the impact of self-leadership and learn to find their noble purpose and core values, who is excited about living an unforgettable beautiful experience of self-discovery and positivism that will further inspire their quest for more joy and fulfilment. For all those who want to fully embrace Life that is theirs and not someone else's. For each individual who wants to take two days to (re-)design the journey of his/her Life from a deep sense of noble purpose.

## Methodology

- A two-day non-residential seminar at the end of the week, rightly balanced between mental, emotional, spiritual and physical experiences and learning moments.
- Program is designed in such a way that allows open sharing and learning with other participants.
- Program is provided in English, but can be in French or Dutch too, depending on the number of participants who speak a particular language. Should all participants enrolled master the same language, different than the one that is planned, it can be chosen to run the program in that common language.
- Joy Through Noble Purpose® is – last but not least! – about taking your precious time to reconnect with and/or deepen your love for your Life, participating actively in an authentic seminar that is beyond 'tips & tricks', routines and pure life-as-always or business-as-usual, and living a transformational experience.

## Practical information

- **Upcoming seminars**

- Thu 04<sup>th</sup> & Fri 05<sup>th</sup> of July 2019
- Fri 29<sup>th</sup> & Sat 30<sup>th</sup> of November 2019
  - On day 1 & 2: arrival of participants & welcome at 9am. Start of the program at 9.30am (sharp!). End of day 1 at 6pm and of day 2 at 5pm.

- **Where?**

Global Inspiration & Noble Purpose Institute  
Villa Solbos  
46, Rue du Bourgmestre  
1050 Brussels – Belgium

- **Investment in yourself costs**

650 EUR (incl. VAT) if you pay as a private person.

875 EUR (excl. VAT) if payment is done through an organization or legal entity (with VAT). This includes

- Intake conversation prior to seminar start to understand motivation and expected outcome
  - Full two-day program as described
  - All (healthy & organic) snacks & drinks during breaks and lunches
- Payment must be done upon enrolment. This will be the confirmation of your decision to participate.
  - In case you can't participate at the chosen date we will not reimburse you, but you can ask to participate at a later date (subject to the availability of places!).
  - Maximum of 12 participants on a first comes first serve basis.
  - To participate send an e-mail to [oao@solbosventures.com](mailto:oao@solbosventures.com) and mention the desired date you have chosen, why you want to participate and how you will pay (as individual or legal entity).
  - This seminar can be tailor made for a family, a group of friends, an intact (management) team or a project group who want to experience a noble purpose deep dive and connecting moment.



## Why I do what I do (my Noble Purpose)

I am Olivier Onghena-'t Hooft, a multi-faceted businessman, author, speaker and inspirer, who left the corporate world in 2008 to take an 18-month sabbatical to be able to make an intense shift in my Life. That is how I became an entrepreneur-consultant-advisor focusing on developing the noble purpose of individuals, teams and organizations. I have since then inspired and worked with thousands of Men & Women worldwide in leadership roles and high impact positions. I advise or have advised the owners, presidents and/or CEO's of organizations such as Brussels Airlines, BSH, Damco/Maersk, Elia, Heritage B, La Poste, Proximus, PSA, Seris, Straumann, SWIFT, TEKA, TNT/FedEx, Vinçotte.

I call Brussels my home base and travel intensely around the globe to inspire these impact leaders (entrepreneurs, owners of (family) enterprises, corporate presidents and CEOs, political leaders) to create beauty, harmony and joy for the wellbeing and progress of Man(kind), Society and the World. I am the founder of the Global Inspiration & Noble Purpose Institute (GINPI), Wisdom Encounters (an annual inspirational gathering in the Swiss mountains for leaders), Young Leaders-Inspiring Mentors (a successful mentoring program for young impact leaders) and a series of enterprises in different areas. I am the initiator of Conscious Capitalism BeNeLux and advisor to or member of the board of several organizations.

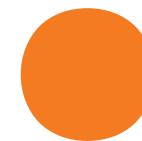
I have a big heart for cultural philanthropy and with my life partner I have founded the Cellura & Onghena Foundation, focusing on the development of talents of children and deep potential of starting artists.

The values that drive me are authenticity, autonomy, excellence, integrity, joie de vivre, serenity and sustainability. The ten words that describe me best are inspiration, noble purpose, aesthetics, the exceptional, Nature, yoga, meditation, spirituality, baroque music, freedom.

I consider myself a fulfilled man, driven and inspired by the good and the beauty of Life. I love giving and sharing, and I adore connecting people. I enjoy Life with a big L and live it fully, always remembering what I learned from my brutal kidnapping in 1994.

We use the inspirational setting of the 1850 Villa Solbos to connect leaders and inspiring personalities, to create learning environments, to share expertise, ideas & business philosophies. The historical building became a place of inspiration & creation.

More info on: [www.olivieronghena.com](http://www.olivieronghena.com)



Global Inspiration &  
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