



# reverse ACADEMY

PROGRAMMES



# elevate your **experience** empower your **leadership** engage with **purpose**



In today's world, where employee engagement, customer loyalty, and organisational purpose are key to sustainable success, equipping your people with the right mindsets and behaviours is no longer optional: it's business-critical.

Reverse Academy delivers behaviourally rooted, purpose-driven development programmes that create measurable cultural and commercial impact. Designed for professionals, trainers, and leaders, our programmes transform team members into brand ambassadors and managers into EPIC leaders.

Whether your goal is to lead with purpose, elevate customer experiences, or inspire those around you, our dynamic, practical, and experience-first trainings and certifications turn ideas into action, and your people into the driving force behind your brand's success.

## why now? why you?

**Your teams feel it. Your organisation needs it.**

The world of work is shifting, people crave meaning, teams need energy, customers expect more, and you are at the centre of it.

**80%**



80% of professionals say upskilling boosts engagement and satisfaction.



**24%**



Purpose-led cultures see 24% higher profitability.



**3x**

EPIC leaders and STAR performers are 3x more likely to retain talent.



when you sign up for one of our programmes, you're not just signing up for another training or certification; you're stepping into a movement, **one that brings relevance to your life, your work, and your impact.**



## why reverse academy?



Trusted by global brands



Built for real-world application



Based on proven behavioural frameworks like the **Start Reverse Blueprint**



Rooted in experience, not theory



Practical, energising, and 100% human



Community of **STARs** and **EPIC** leaders worldwide



# experience STARS

PRACTITIONER & FACILITATOR PROGRAMMES



# experience STARs

PRACTITIONER PROGRAMME



## Deliver memorable experiences. Create loyal fans. Build a culture of STARs

The Experience STARs Practitioner Programme is designed for your company to embed lasting emotional impact into every interaction. Participants will master the four STAR behaviours **Surprise, Touch, Assist, and Recognise** which are the foundation of truly unforgettable customer and guest experiences.

This programme moves your team beyond transactional service, equipping them to create emotional connections that drive loyalty, elevate your brand, and turn everyday moments into meaningful experiences.

### PRACTITIONER

Empower your team to become **STARs** in delivering meaningful customer experiences.

This energising programme is built for team members with direct or indirect customer contact, whether on the front line or in supporting roles behind the scenes. Through immersive learning, participants will explore the four STAR behaviours: **Surprise, Touch, Assist, and Recognise**. They will gain practical tools and real-world inspiration to strengthen emotional connections and elevate every interaction.

#### Who should join this programme?

Team members from any industry who contribute to the customer or guest experience, whether face-to-face, over the phone, or behind the scenes. If they influence any part of the customer journey, this programme is for them.

#### Learning objectives

- Understand the philosophy of Reverse Thinking and customer experience relevance.
- Discover key trends and CX game changers.
- Connect emotionally with customers and create memorable experiences by practising the STAR behaviours - **Surprise, Touch, Assist, and Recognise**.
- Develop a personal and team plan for delivering STAR moments every day.

#### Topics your team will cover

- The Why behind the Experience STARs programme.
- The power of true and meaningful connections.
- Introduction to the STAR behaviours and their emotional impact.
- Interactive and experience-based immersion & activation on each of the STAR behaviours: Surprise, Touch, Assist, and Recognise.
- How to take your team/company plan to STARdom.

# experience STARS

PRACTITIONER PROGRAMME



## what participants will receive:

	 <b>online</b>	 <b>face-to-face</b>
 <b>duration</b>	3 online workshops of <b>4 hours each</b> (12 hours of learning time in total)	2 consecutive days (workshops) of <b>8 hours each</b> (16 hours of learning time in total)
 <b>format</b>	Live sessions on <b>Zoom</b>   Limited seats	On-site at the <b>Reverse Clubhouse</b> [Amsterdam, The Netherlands]   Limited seats
 <b>materials</b>	<ul style="list-style-type: none"> <li>• Digital workbook</li> <li>• Digital tip sheets and STAR Behaviour sustaining tools</li> </ul>	<ul style="list-style-type: none"> <li>• Printed workbook.</li> <li>• Printed tip sheets and STAR Behaviour sustaining tools</li> </ul>
 <b>recognition</b>	<ul style="list-style-type: none"> <li>• Digital completion certificate</li> </ul>	<ul style="list-style-type: none"> <li>• Printed completion certificate</li> </ul>
 <b>other benefits</b>	<ul style="list-style-type: none"> <li>• Access to the recording of the 3 sessions (available up to 3 months after the workshop)</li> <li>• Monthly access to the Reverse Journal (newsletter)</li> <li>• Discount on other Reverse Academy Experiences</li> <li>• Digital copy of the Start Reverse E-Book</li> </ul>	<ul style="list-style-type: none"> <li>• Full package for 2 days including parking, unlimited coffee/tea/water/snacks, sandwich lunch, and farewell drink at our Clubhouse</li> <li>• Reverse Academy Kit (tote bag, notebook, pen, t-shirt) and workshop materials</li> <li>• Monthly access to the Reverse Journal (newsletter)</li> <li>• Discounts on other Reverse Academy experiences</li> <li>• Signed hard copy of the Start Reverse Book</li> </ul>
 <b>investment</b>	<b>€499</b>	<b>€799</b>

Want to know if this programme is right for your team?

## experience STARS is for :

- People who care deeply about how others feel.
- People who light up when customers smile.
- People who work in hospitality, retail, front-line teams or any customer-facing role.
- People who believe human connection matters.
- People who want others to leave feeling better than how they met them.

# experience STARs

FACILITATOR PROGRAMME



## Embed STAR culture. Empower others. Multiply your impact.

The Experience STARs Certified Facilitator Programme is designed for facilitators and leaders ready to scale emotional connection and service excellence from the inside out. Certified facilitators don't just embody the STAR behaviours — **Surprise, Touch, Assist, and Recognise** — they're equipped to train, inspire, and activate others across the business.

Upon certification, facilitators are licensed and empowered to deliver the STAR Practitioner Programme within their company, creating a ripple effect of meaningful experiences, stronger teams, and loyal customers who turn into raving fans.

## FACILITATOR

The Experience STARs Certified Facilitator Programme equips individuals to lead inspiring, action-driven sessions that bring the STAR behaviours — **Surprise, Touch, Assist, Recognise** — to life. In this programme, certified facilitators learn by doing, grow through feedback, and connect with a community of experience champions. They leave with the tools, confidence, and energy to embed meaningful experiences across their teams and organisation. All aligned with one common North: turning customers into fans.

### Who should join this programme?

Internal trainers or CX leaders within organisations and external professionals seeking to expand their training offer.

### Learning objectives

- Become certified to facilitate the Experience STARs programme.
- Gain tips, tricks, and facilitation best practices.
- Practise facilitation of STAR content and activations.
- Learn how to position, market, and scale the programme internally.

### Topics your team will cover

- The Why behind the Experience STARs programme.
- The power of true and meaningful connections.
- Introduction to the STAR behaviours and their emotional impact.
- How to deliver the Experience STAR programme.
- Practice facilitation & activation exercises for the STAR behaviours: Surprise, Touch, Assist, and Recognise.
- Rehearsal, dry-run and certification.
- Briefing on post-work and wrap-up.

# experience STARs

FACILITATOR PROGRAMME



## what participants will receive:



### duration

6 online workshops of **4 hours each** (24 hours of learning time in total)



### face-to-face

3 consecutive days (workshops) of **8 hours each** (24 hours of learning time in total)



### format

Live sessions on **Zoom** | Limited seats

On-site at the **Reverse Clubhouse** [Amsterdam, The Netherlands] | Limited seats



### toolkit

- Digital Facilitate the Start Reverse Guide
- Digital fully scripted online facilitator guide and printable participant materials
- Fully branded STAR slide deck for activation
- Full access to the Experience STARs Movie (with English, Spanish, German & Dutch subtitles)
- Digital tip sheets and sustaining tools

- Printed and digital Facilitate the Start Reverse Guide
- Printed and digital fully scripted online facilitator guide and printable participant materials
- Fully branded STAR slide deck for activation
- Full access to the Experience STARs Movie (with English, Spanish, German & Dutch subtitles)
- Printed tip sheets and sustaining tools



### recognition

- Digital completion certificate
- License to facilitate

- Printed completion certificate
- License to facilitate



### other benefits

- Access to the recording of the 6 sessions (available up to 3 months after the workshop)
- Monthly access to the Reverse Journal (newsletter)
- Access to the online community of STAR and EPIC Facilitators
- Discount on other Reverse Academy Experiences
- Digital copy of the Start Reverse E-Book

- Full package for 3 days including parking, unlimited coffee/tea/water/snacks, sandwich lunch, and farewell drink at our Clubhouse
- Reverse Academy Kit (tote bag, notebook, pen, t-shirt) and workshop materials
- Monthly access to the Reverse Journal (newsletter)
- Access to the online community of STAR and EPIC Facilitators
- Discounts on other Reverse Academy experiences
- Signed hard copy of the Start Reverse Book



### investment

**€1,795**

**€1,995**

Want to know if this programme is right for your team?

## experience STARs certified fcscilator is for:

- L&D professionals, HR leaders, or internal trainers.
- People who are the spark behind culture change.
- People who are ready to build emotional intelligence and experience magic across your teams.
- People who want their people to shine, and they want to be the one who leads the way.





# EPIC leadership

PRACTITIONER & FACILITATOR PROGRAMMES



# EPIC Leadership

PRACTITIONER PROGRAMME



## Inspire with purpose, lead from within Empower your organisation



The EPIC Leadership Practitioner Programme is designed to help your organisation grow the next generation of leaders, those who lead with **Empowerment, Purpose, Inspiration, and Coaching** at their core.

Through this immersive experience, leaders will uncover their personal leadership blueprint, enhance their influence, and learn how to support their teams by flipping the traditional organisational pyramid, putting people and customers first.

The result? A stronger culture, more engaged teams, and leadership that drives meaningful impact.

## PRACTITIONER

Develop empowered leaders. Strengthen your culture. Drive purpose-led performance.

Organisations need leaders who do more than manage, they need leaders who inspire, empower, and coach their teams towards a shared purpose. The EPIC Leadership Practitioner Programme helps your organisation build this kind of leadership from the inside out. Participants learn to lead from the bottom up placing people and customers at the heart of every decision. This programme equips leaders at all levels with the behaviours and mindset needed to transform culture from the inside out, driving engagement, retention, and performance.

### Who should join this programme?

Managers, team leads, and both seasoned and emerging leaders, anyone responsible for guiding others and ready to grow their leadership in a way that creates real, sustainable impact across the organisation.

### Learning Objectives

- Understand and apply each of the EPIC Leadership behaviours - **Empowering, Purpose-driven, Inspiring, and Coaching**.
- Understand the importance of developing EPIC Leadership.
- Get a deeper understanding of personal leadership and how this affects the behaviour of others.
- Gain practical tools to coach, empower, and inspire their teams effectively.

### Topics your team will cover

- Introduction to EPIC Leadership and its purpose.
- Experience empowerment and the effect of this on a team.
- Be able to understand the importance of trust and entrusting team members.
- Uncover your personal why/purpose.
- Discover how to live and lead according to your purpose.
- Be able to share your stories, vision, and ideas in an inspiring way.
- Practical assignments focusing on Coaching insights and skills.
- EPIC Stories that inspire; Case studies of EPIC Leaders and EPIC Organisations.

# EPIC Leadership

PRACTITIONER PROGRAMME



## what participants will receive:

	 online	 face-to-face
 <b>duration</b>	4 online workshops of <b>4 hours each</b> (16 hours of learning time in total)	2 consecutive days (workshops) of <b>8 hours each</b> (16 hours of learning time in total)
 <b>format</b>	Live sessions on <b>Zoom</b>   Limited seats	On-site at the <b>Reverse Clubhouse</b> [Amsterdam, The Netherlands]   Limited seats
 <b>materials</b>	<ul style="list-style-type: none"><li>• Digital workbook</li><li>• Digital tip sheets and EPIC Behaviour sustaining tools</li></ul>	<ul style="list-style-type: none"><li>• Printed workbook</li><li>• Digital tip sheets and EPIC Behaviour sustaining tools</li></ul>
 <b>recognition</b>	<ul style="list-style-type: none"><li>• Digital completion certificate</li></ul>	<ul style="list-style-type: none"><li>• Printed completion certificate</li></ul>
 <b>other benefits</b>	<ul style="list-style-type: none"><li>• Access to the recording of the 4 sessions (available up to 3 months after the workshop)</li><li>• Monthly access to the Reverse Journal (newsletter)</li><li>• Access to the online community of EPIC Leaders</li><li>• Discount on other Reverse Academy Experiences</li><li>• Digital copy of the Start Reverse E-Book</li></ul>	<ul style="list-style-type: none"><li>• Full package for 2 days, including parking, unlimited coffee/tea/water/snacks, sandwich lunch, and farewell drink at our Clubhouse</li><li>• Reverse Academy Kit (tote bag, notebook, pen, t-shirt) and workshop materials</li><li>• Monthly access to the Reverse Journal (newsletter)</li><li>• Access to the online community of EPIC Leaders</li><li>• Discounts on other Reverse Academy experiences</li><li>• Signed hard copy of the Start Reverse Book</li></ul>
 <b>investment</b>	<b>€799</b>	<b>€999</b>

Want to know if this programme is right for your team?

## EPIC Leadership is for:

- Team leads, managers, supervisors, or rising leaders.
- People who don't want to manage and want to empower instead.
- People who believe leadership is a service, not a title.
- People who want to inspire others, coach confidently, and lead authentically.

# EPIC Leadership

FACILITATOR PROGRAMME



## Develop future leaders Scale purpose-driven leadership from within

The **EPIC Leadership Certified Facilitator Programme** empowers your organisation to build leadership capacity at scale. This advanced certification equips leaders with facilitation skills, or provides learning and development professionals with the tools, resources, and confidence, to independently deliver the **EPIC Practitioner Programme** within your organisation.

Certified facilitators become internal champions, guiding others to lead with **empowerment**, **purpose**, **inspiration**, and a **coaching** mindset. It's a powerful way to embed the EPIC philosophy deep into your culture, develop a strong pipeline of empowered leaders, and create lasting impact across teams and functions.

## FACILITATOR

The EPIC Leadership Facilitator Programme equips leaders, in-company trainers, and learning professionals to guide powerful, purpose-driven leadership journeys across the organisation. Participants gain hands-on experience with the full EPIC methodology, sharpen their facilitation skills, and learn from senior trainers and peers.

They leave with practical tools, proven strategies, and the confidence to embed Empowering, Purpose-driven, Inspiring, and Coaching leadership behaviours across teams and functions. This certification enables your organisation to scale leadership development from the inside out, building a culture where EPIC leadership is modelled, multiplied, and sustained.

### Who should join this programme?

In-company trainers, HR professionals, learning and development leads, upcoming leaders.

### Learning Objectives

- Become certified to independently facilitate the EPIC Leadership programme.
- Experience and practise all modules of the EPIC methodology.
- Learn facilitation, marketing, and stakeholder engagement techniques.
- Gain insight from seasoned senior trainers and a peer learning community.

### Topics your team will cover

- The Why behind EPIC Leadership.
- The power of true and meaningful connections.
- Introduction to EPIC Leadership and its purpose.
- How to deliver the EPIC Leadership programme.
- Practice facilitation & activation exercises for the EPIC Leadership behaviours: Empowering, Purpose-driven, Inspiring, and Coaching.
- Rehearsal, dry-run and certification.
- Briefing on post-work and wrap-up.

# EPIC Leadership

FACILITATOR PROGRAMME



## what participants will receive:



### duration

8 online workshops of **4 hours each** (32 hours of learning time in total)



### face-to-face

4 consecutive days (workshops) of **8 hours each** (32 hours of learning time in total)



### format

Live sessions on **Zoom** | Limited seats

On-site at the **Reverse Clubhouse** [Amsterdam, The Netherlands] | Limited seats



### toolkit

- Digital Facilitate the Start Reverse Guide
- Digital fully scripted online facilitator guide and printable participant materials
- Fully branded EPIC slide deck for activation
- Full access to the EPIC Leadership Movie (with English, Spanish, German & Dutch subtitles)
- Digital tip sheets and sustaining tools

- Printed and digital Facilitate the Start Reverse Guide
- Printed and digital fully scripted online facilitator guide and printable participant materials
- Fully branded EPIC slide deck for activation
- Full access to the EPIC Leadership Movie (with English, Spanish, German & Dutch subtitles)
- Printed tip sheets and sustaining tools



### recognition

- Digital completion certificate.
- License to facilitate

- Printed completion certificate
- License to facilitate



### other benefits

- Access to the recording of the 8 sessions (available up to 3 months after the workshop)
- Monthly access to the Reverse Journal (newsletter)
- Access to the online community of STAR and EPIC Facilitators
- Discount on other Reverse Academy Experiences
- Digital copy of the Start Reverse E-Book

- Full package for 4 days including parking, unlimited coffee/tea/water/snacks, sandwich lunch, and farewell drink at our Clubhouse
- Reverse Academy Kit (tote bag, notebook, pen, t-shirt) and workshop materials
- Monthly access to the Reverse Journal (newsletter)
- Access to the online community of STAR and EPIC Facilitators
- Discounts on other Reverse Academy experiences
- Signed hard copy of the Start Reverse Book



### investment

**€2,195**

**€2,495**

Want to know if this programme is right for your team?

**EPIC Certified Facilitator is for:**

- People who are passionate about unlocking others' potential.
- People who want to shape future leaders and cultivate a culture of purpose, empowerment, and growth.

Transform your people. Transform your culture.



### Turn learning into transformation

Whether you're building a world-class service team or growing your next generation of leaders, the Reverse Academy is your partner in behavioural transformation. All our programmes are designed to scale from individuals to entire departments, creating brand ambassadors, EPIC leaders, and unforgettable customer experiences.

**50%**

**OFF for organisations who register participants before April 30th, 2025**



Ready to lead the change from within?  
2025 upcoming certification dates



online



face-to-face



STAR Practitioner - €499  
May 28th, May 30<sup>th</sup> and June 4<sup>th</sup>

STAR Certified Facilitator - €1,795  
June 10<sup>th</sup>, 12<sup>th</sup>, 17<sup>th</sup>, 19<sup>th</sup>, 24<sup>th</sup>, and 26<sup>th</sup>

STAR Practitioner - €799  
July 1<sup>st</sup> and 2<sup>nd</sup>

STAR Certified Facilitator - €1,995  
July 8<sup>th</sup>, 9<sup>th</sup> and 10<sup>th</sup>



EPIC Practitioner - €799  
May 27<sup>th</sup>, May 29<sup>th</sup>, June 3<sup>rd</sup> and June 5<sup>th</sup>

EPIC Certified Facilitator - €2,195  
June 9<sup>th</sup>, 11<sup>th</sup>, 16<sup>th</sup>, 18<sup>th</sup>, 23<sup>rd</sup>, 25<sup>th</sup> and 30<sup>th</sup> and July 2<sup>nd</sup>

EPIC Practitioner - €999  
July 3<sup>rd</sup> and 4<sup>th</sup>

EPIC Certified Facilitator - €2,495  
July 15<sup>th</sup>, 16<sup>th</sup>, 17<sup>th</sup> and 18<sup>th</sup>

**LEAD WITH RELEVANCE. SERVE WITH PURPOSE. BE UNFORGETTABLE.**

**contact us**

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