

# The art of seeing



# proof.

These are challenging and sometimes terrifying times. Both the Covid-19 pandemic and the awful events we're seeing in Europe and elsewhere have made one thing crystal clear. Now, more than ever, we need to stand together with empathy, insight and an open mind.

That starts with truly seeing each other, being curious and wanting to understand. Not watching from a cold distance, but listening to different experiences, sharing viewpoints and searching for common ground, rather than highlighting differences.

This goes just as much for organisations as for individuals and there is still a lot to learn in this area. The best way to do this is through practice and reflective learning. Simply opening your eyes and your heart to others is the first step in building genuinely meaningful relationships.

My hope is that all of us will continue to do just that.

On behalf of all my PROOF colleagues,

**Katinka Huijberts** – *Managing director*



## CASES



### Start People: Hart/d vooruit

Kicking off with a leadership day, bringing together the organisation's social commitment and commercial focus.



### a.s.r.: What doing can do

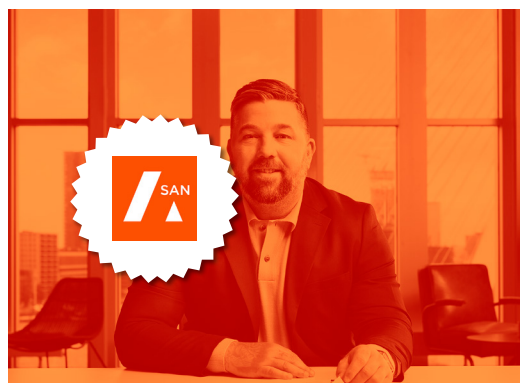
Bringing the brand's repositioning to life by showing how each employee can make a difference.

## HIGHLIGHTS



Take a look at our cover story in C magazine: [strong leadership is essential for employee alignment.](#)

*In Dutch only*



Proud to have been nominated for a SAN Accent award together with Croonwouter&dros for our recruitment campaign: [Monteurmakelaar.](#)



Sascha's [first blog](#) on the talent journey was published in CHRO magazine.

*In Dutch only*

## AGENCY LIFE



Shooting video for the new Royal FloraHolland campaign.



Discovering the world of ASML.



Meet our new colleague Katja (and there are more to come...)



Together we set the tone at the Univé talk show.

# proof.

EMPLOYEE ALIGNMENT & EMPLOYER BRANDING

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