



In our recent conversation with Obeya Coach Sander Eggenhuizen we got a deep dive in winter swimming, long distance triathlons and Obeya as we uncovered his focus on organizational resilience.

Sander's philosophy is simple yet powerful: "When you improve a little every day, the need for big changes disappears." This belief in gradual, consistent improvement is central to both his athletic pursuits and his work with Obeya.

His journey towards Obeya Coach

Sander's journey with Obeya began after a career in marketing and business administration, where he gained experience in diverse industries and disciplines. His holistic view of organizations, shaped by his background in marketing and innovation, naturally led him to Obeya. "I've always been interested in how systems work as a whole," Sander shares. "Obeya allows organizations to connect all levels, ensuring that every organizational layer is aligned, which is necessary to work towards the same goals."

In his work with 12Mprove, Sander uses Obeya to create alignment across different layers of an organization. He emphasizes the importance of rhythm and small, continuous adjustments, much like the Kanban approach that is integral to his training approach. "Rhythm is everything, just like making things visual," Sander says. "Obeya facilitates both as these aspects are inherently integrated in Obeya."

Winter swimming & Obeya... Say what?!

Sander is passionate about the potential of Obeya to transform organizations. As an Obeya Coach, Sander draws on his athletic background, particularly his experience as winter swimming instructor.

Sander in a nutshell

Trainer & Coach at 12Mprove. As a long distance triathlete he knows how to make sustainable improvements and as an instructor Winter swimming he knows how to deal with stress. Most of all he nows how to stay fit.

Sander is a holistic systems thinker, caring, has a great sense of responsibility and is incredibly respectful for the way body, mind, people and organizations operate.

This approach to strengthen the body by a plunge in cold water requires a deep understanding of the body's limits and the importance of preparation and recovery. "Winter swimming involves a practice in which you put the right kind of stress on the body, in a controlled and constructive way. This makes the body stronger and more resilient." Obeya has the same potential for the health of organizations.

What's next

Looking ahead, Sander envisions Obeya becoming an integral part of how organizations operate. "In five years, I see Obeya as a place within companies where people truly want to go to. A place that makes people happy and where they can see the impact of their work and how they contribute to the bigger picture," he says.

For Sander, the journey with Obeya is much like an endurance athlete: it's not about quick fixes, but about building a solid foundation and improving day by day. "With Obeya we're like in a warming-up phase," he concludes. "But as more organizations embrace it, I believe we'll see a significant shift in how teams work together, making them stronger and more adaptive to the challenges ahead."

