



# CONSCIOUS DEVELOPERS

Employees who are eager to learn and consciously work on (personal) development when guidance and tools are provided.





# THE CONSCIOUS DEVELOPER:



Often practically educated (MBO 2-4), but also theoretically educated (HBO - WO)



Usually a permanent contract (90%)  
Sometimes a fixed-term contract (10%)



Distributed across all ages,  
with people aged 55 and older overrepresented



Generally executive work, sometimes leading small teams



Often employed in these industries:

- Nature & Environment
- Food
- Horticulture & Starting Materials

"In my work, I want to be able to contribute to a better and more sustainable world. I feel very involved in society as a whole and my immediate environment. I am aware of my actions and make informed choices. That is why working in the green domain is a perfect fit for me! In this way, I can make my personal contribution to societal challenges. like reducing food waste, developing a healthy living environment, the energy transition, biodiversity or climate adaptation."



"IT IS IMPORTANT TO ME THAT  
I CAN MAKE A POSITIVE  
CONTRIBUTION TO A BETTER  
WORLD IN MY WORK."



#### THIS IS IMPORTANT TO ME:

- ▶ Personal development
- ▶ Income security
- ▶ Inspiring leader
- ▶ Collegiality
- ▶ Work-life balance

#### ME & MY WORK

"It is important to me that I can make a positive contribution to a better world in my work. I believe that an organisation with a strong vision can really make a difference, and I love being a part of that!

That is why I continue to develop, in terms of substance but especially on a personal level. I am happy that my employer supports me in this. I look for opportunities that help me do this, also outside of my work.

I just really enjoy learning new things. I appreciate it when I can take charge of my personal development, so that I can do things that really suit me, at my own pace. Personal development is more important to me than climbing the career ladder."

#### ▶ THIS IS HOW YOU HELP THE CONSCIOUS DEVELOPER





# MY PERSPECTIVE ON LEARNING AND DEVELOPMENT

"LEAVE THE WORLD A LITTLE BETTER THAN  
YOU FOUND IT"

- Conscious developer

## I TAKE PLEASURE IN LEARNING!

"I want to be thoroughly prepared for the future and get better at my job. That's why I continue to work on my self-development. I prefer to do so in groups and, if possible, during working hours. It is important to me that I can apply the knowledge I have gained in my work and use it to inspire my colleagues."

## A VERSATILE AND UP-TO-DATE OFFER

"I get into development mode even faster if the offer from my employer is complete and up-to-date. If the offer is recognised in my field and is relevant to my job, that's a nice bonus."

## AN INCENTIVE

"Many different things are fun and important to me. That's why it's nice to get some support in making my development plan and the choices that involves. So that not only I benefit, but the company as well."

## LEARNING CULTURE & COLLEGIALITY

"Personal development is more important to me than climbing the career ladder. I am a real team player. Ultimately, we need to make sure together that our organisation makes a difference."







**Miranda - 57 YEARS OLD**  
**Quality employee**  
@ Large nursery

"I enjoy learning. That's why I recently did the quality management course. I was so enthusiastic about this course that I immediately started putting the new insights into practice. Together with my colleagues, I am now working on a smarter internal production process for our nursery. It is wonderful to see how we develop as a team, and how we achieve even higher quality as an organisation."



**Jonathan - 46 YEARS OLD**  
**Head of Purchasing**  
@ Sustainable substrate supplier

"I am happy that my employer gives me space for self-development. From the study offerings, I chose a training course to develop my personal skills. I want to learn to communicate and delegate more effectively. It was really practical, with alternating classroom and online training. The training course paid off immediately."



**Erik - 25 YEARS OLD**  
**Concept developer**  
@ Vegetable processor

"In the past year, I started my first job. My colleagues are very helpful and are happy for me to do all sorts of tasks and learn from all kinds of things. In the coming period, I plan to study agile working. To support this goal, I am doing several online modules to gain the knowledge that I can immediately apply in practice."



**INSPIRING VISION**

Make sure that the company has a clear and meaningful vision. Ideally, this employee should be involved in the vision forming process and planning how the organisation will implement it.

**UP-TO-DATE OFFER**

Offer the employee insight into the various learning and development options (offerings) you can provide. Make sure that offerings are in line with the current zeitgeist and developments in the field.

**ADDED VALUE**

Clearly indicate what the added value (useful rather than mandatory) of a particular training course or other form of development is for the greater good.

**FRAMEWORKS**

In development interviews (not appraisals), give the employee clear frameworks with sufficient freedom of movement/room for autonomous action.

# MOTIVATE THE CONSCIOUS DEVELOPER

**SHARING KNOWLEDGE**

Encourage internal transfer of knowledge during internal training courses or inspiration sessions by and for these employees.

**DEVELOPMENT CULTURE**

Establish a well-organised internal development culture for example, by planning periodic (multidisciplinary) internal intervention. Let this employee experience that the company values learning and development.

**BUDDY SYSTEM**

Set up a buddy system: pair experienced colleagues with inexperienced colleagues.

**TALK REGULARLY**

Talk to this employee regularly (or offer the option of a coach) to help them make choices and stay focused.

# SUITABLE FORMS OF LEARNING

## FORMAL

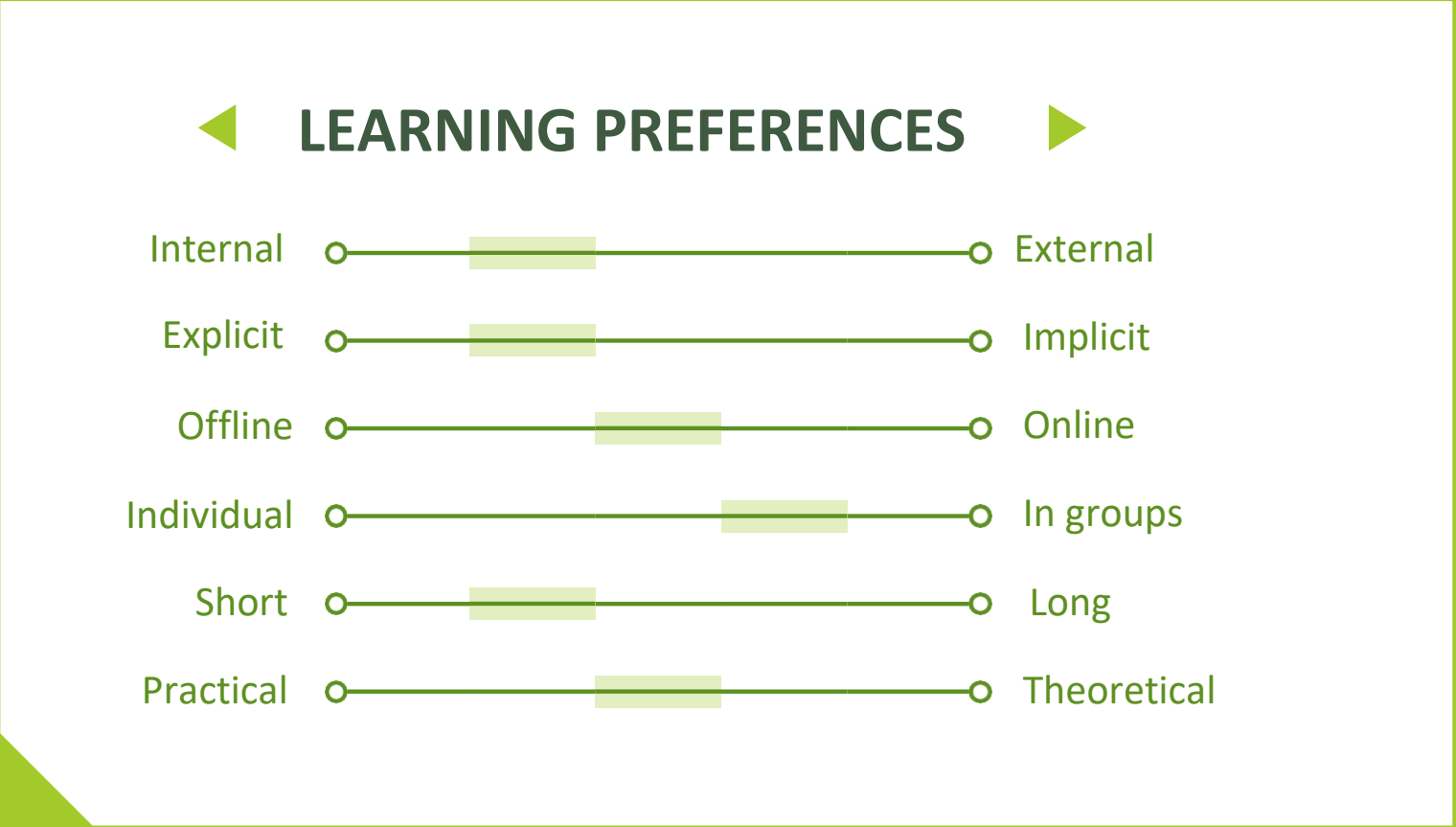
- Learning on the job
- Short-term training/courses  
(professional and personal skills)
- Online training sessions/courses
- Microlearning
- 1-on-1 coaching  
(on topic)

## INFORMAL/NON-FORMAL

- Intervision groups/learning networks
- Buddy system  
(learning from and with each other)
- Online learning platform  
(self-directed)
- Internal sessions/master classes
- Internal think tanks
- Volunteering

## LESS APPROPRIATE

- Long-term training and coaching programs
- Self-study



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