



leadership development

A large, semi-transparent magenta speech bubble shape is positioned on the right side of the page. Inside the bubble, the text "Empowering for change from within" is written in a white, sans-serif font.

Empowering  
for change  
from within





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## Who are we?

For 20 years, we've been a trusted partner in HR, as well as team and leadership development, supporting companies of all sizes, both in Serbia and across Europe.

Our team of experienced consultants continuously designs and delivers transformative programs that foster GROWTH, COLLABORATION, and sustainable SUCCESS, leveraging knowledge from psychology and business.



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## Our numbers

20+ YEARS  
IN BUSINESS

10+ H.ART  
PARTNERS

50+ TRAINING  
TOPICS

20+ eLEARNING  
PROGRAMS

400+ SATISFIED  
CLIENTS



10.000+ PROGRAM  
PARTICIPANTS

5.000+ COACHING  
HOURS

100+ DEVELOPMENT  
PROJECTS

40.000+ CONSULTING  
HOURS

# Our Philosophy and Methodology

## Conscious Leadership

We develop leaders through introspection, emotional intelligence and authenticity.

## Collaboration and Open Communication

We encourage teams to engage in dialogue, propose ideas, and provide constructive feedback.

## Clear Roles and Responsibilities

We create a structure where each team member is aware of their contribution to shared goals.

## Experiential Learning

Our workshops, simulations, and real business challenges facilitate the rapid acquisition of new knowledge.

## Cultural Transformation

We assist in shaping organizational culture by applying values in daily business practices.

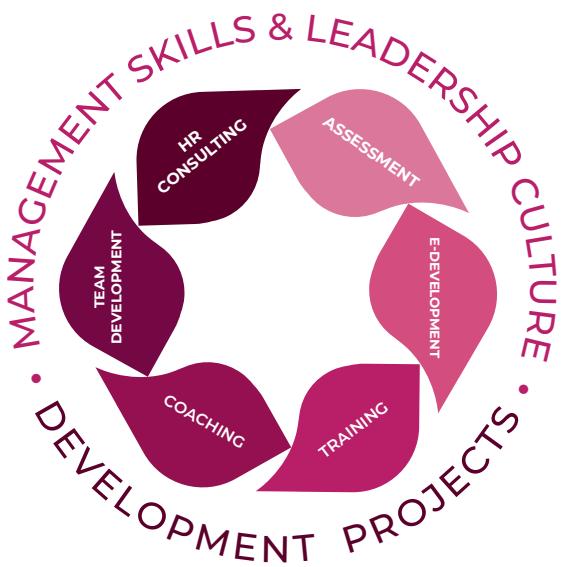
## Why do clients come to us?

Low productivity, employee dependence and passivity, lack of agility in adapting to change, poor communication, and high employee turnover are some of the key challenges that bring clients to us.

The causes of these problems are often found in managers being overloaded with operational tasks, a lack of successors for key positions, inadequate support for young leaders, or the absence of essential leadership skills.

## What results do we achieve?

Participants in our development projects are empowered to become leaders who manage effectively, thereby creating productive and satisfied employees. In an environment of aligned behaviour, all managers within an organization—from the CEO to operational teams—build a leadership culture that gradually creates a successful company with a positive climate. Customers and clients of such companies become satisfied and loyal, just as the employees themselves.



## Why choose us?

### Two decades of excellence

We have proven experience in leadership and team development

### People-focused

We empower individuals and teams to reach their full potential

### Customized approach

We create programs tailored to the specific challenges of your company

### Holistic approach

We combine organizational analysis, skill development, and long-term support

### Development is a process

Our programs build skills progressively to create a cohesive whole

### Practical and effective solutions

Our tools and strategies bring lasting change

### Measuring success

We track the application of learned skills and results through key performance indicators

### Live and online

We work with teams from different countries and locations

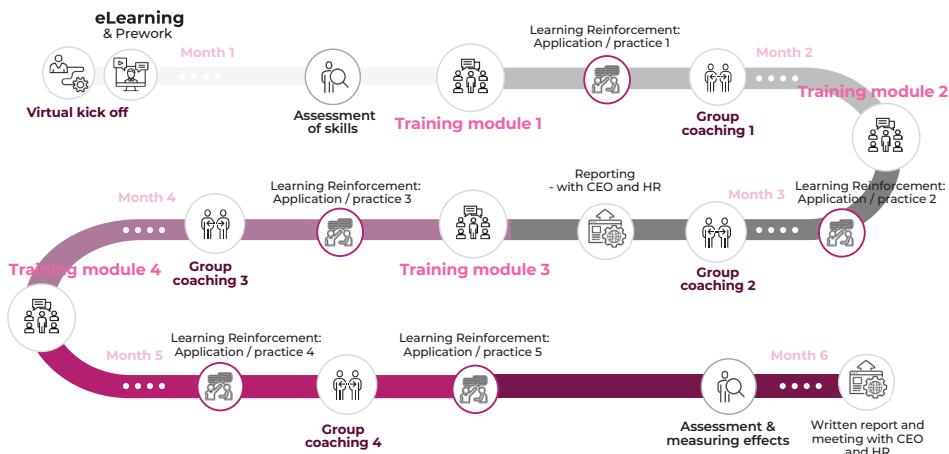
# Development projects

## How do we approach working with clients?

After assessing needs and creating a project plan, we implement a combination of some of the following project segments:

- Project kickoff
- Assessment of strengths and development areas for participants or the entire team, along with creating development plans
- eLearning course or other types of preparatory tasks
- A series of training sessions where new concepts and tools are introduced and practised
- Assignments to apply learning in practice,
- A series of individual, group, or team coaching sessions to ensure change or a wrap-up meeting
- Measuring outcomes with reporting and alignment with the client for further development and cooperation

## Example | **Small development project** | Timeline and methodology



## ASSESSMENT

An objective analysis of leadership and team dynamics using simulations, tests, and performance measurement tools at the start of the development journey.

Our tools provide clear insights into employees' strengths and areas open for development, enabling precisely tailored development programs.

### Leadership competency assessments, conducted before and after the project

Help define development priorities and measurable outcomes. Self-assessments or 360-degree evaluations are often combined with our consultant assessments through simulations, interviews, and other tools. We also assist participants in reviewing their reports and structuring their development plans.

### Business and leadership simulations

Participants learn and gain insights about themselves and their teams through practical, engaging, and fun activities in a safe environment, simultaneously targeting multiple competencies. Participants enjoy H.art simulations because they engage, build team closeness, and boost energy.

### Measuring impact

H.art also uses a unique instrument to measure the effects of the development project. Through the H.art questionnaire, we survey participants including their environment about improved knowledge and skills, as well as the changes and results that follow—because everything we do aims to enhance the success of both employees and the company.



## E-DEVELOPMENT

We offer three groups of eLearning:

### H.art eLearning

Leadership courses through the H.art eLearning platform, with the possibility to create a course tailored to your development needs.

### Blanchard eLearning

Courses for all Blanchard programs are available in various languages.

### eLearning Simulations

Individual participation in leadership and business simulations on the Eduardo platform.

## Why choose our eLearning?

The advantage lies in progressing through lessons at one's own pace, at a time and place convenient for the participant, with interaction via the platform with consultants and other participants. A combination of videos, articles, tasks, and knowledge quizzes—sometimes including gamified team and company management—helps maintain participants' attention and high motivation throughout the different stages of the course. Companies use these as preparatory tasks in development projects, as well as a cost-effective solution for large groups of participants, complemented by short additional sessions with a consultant.



## TRAINING

We empower managers, directors, and employees in key leadership skills. Highly interactive methods ensure lasting skill acquisition, supported by preparatory tasks and assignments to apply the learning in practice. In a follow-up session after the training, participants consolidate the training effects.

We conduct over 50 practical H.art and Blanchard training, and our clients can choose between in-house, open, and individual training formats.

Many prefer to have us organize the training sessions in our venue in Zemun.



# TRAINING

## What are the most requested training areas?

### Leadership and Management

Situational approach to leadership (SLII®), delegation, motivation, employee development and coaching, feedback exchange.

### Team Leadership and Collaboration

Building trust, cross-sector collaboration, remote leadership, psychological safety, inclusivity.

### Performance and Strategy

Performance management, decision-making, strategic planning, change management.

### Personal Skills

Emotional intelligence, self-leadership, stress management, problem-solving, innovation.

### Communication and Influence

Constructive communication, conflict management, meeting facilitation, negotiation, presentation skills.

### Training for internal development

Train-the-Trainer, Coach Training, Mentor Training.



# COACHING

## Individual Coaching

For leaders who want to:

- Overcome internal and external obstacles
- Improve their leadership style
- Build self-confidence
- Achieve outstanding results
- Make a career breakthrough

Our coaching encourages a shift in perspective and empowers leaders to make better decisions. The 1-on-1 coaching dynamic allows for the highest level of dedication to the individual client and complete confidentiality, thus delivering the most effective results.

## Group Coaching

Group coaching, besides being more cost-effective, provides valuable insights into colleagues' perspectives and creates space for mutual support. It is most often used as a follow-up to training or when participants have already completed certain courses but need to deepen change and strengthen the application of what they have learned. Most H.art coaches come from psychological backgrounds, combining knowledge of psychotherapy and corporate work, which enables clients to receive layered and professional support throughout the entire process.



# TEAM DEVELOPMENT



## Team Coaching

With this approach, we build highly productive teams and foster cross-sector collaboration. We aim to help top management teams or individual departments more easily agree on strategy and goals, ensure everyone takes responsibility, and track their results. Our focus is on increasing openness, trust and engagement so that team members have a positive influence on one another.

## Team Building Program

In a fun and playful way, we connect people into a cohesive whole, encouraging mutual bonding, alignment, belonging, smooth functioning.

## Team Dynamics Assessment

Through surveys, simulations, and other activities, we help teams understand where they stand and how they want to operate in the future.



## HR CONSULTING

### When is it most commonly used?

We step in when support is needed in building HR strategies, employee assessment and development systems, talent management, or organizational culture. At that time, we empower the HR team, train internal mentors, coaches, trainers, design and implement HR systems (such as performance management) to help the company create an environment that attracts, develops, retains top talent.



# Leadership in Focus

Leadership is not a title, but a mindset and behaviour. At H.art, we believe leadership develops through practice, reflection, and continuous improvement.

## What kind of leadership lies at the heart of a healthy leadership culture and our work?

### **Servant Leadership**

Leaders serve their team, empower them, and encourage their development.

### **Situational Leadership**

Leaders adjust their leadership style to the specific circumstances and needs of individuals or the team.

### **Collaborative Leadership**

Leadership is not something we do to people, but with people, through dialogue and involvement.

### **Self-Leadership**

Each individual takes responsibility for their development and motivation.

### **Shared Leadership**

Leadership is not hierarchical, rather everyone on the team can take a leadership role in different situations.

### **Leading Leadership**

Senior managers consciously focus on strengthening the leadership role within their teams.



# Partnership with Blanchard

## *The Heart of Human Achievement™*

### **The Global Guarantee of Our Quality**

We are proud to be the exclusive Global Partner of Blanchard for Serbia and the countries of the former Yugoslavia. Blanchard is a recognized leader in leadership training, with numerous awards and recognition for its top-tier programs used by leading global companies. More than 5 million managers worldwide have completed SLII® training (Situational Leadership®), making it a key development step for leaders in the most successful organizations.



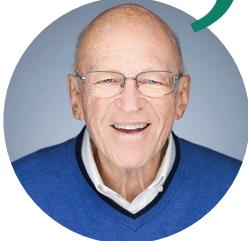
Our consultants are accredited for Blanchard premium trainings, including:

- SLII® (Situational approach to leadership)
- Team Leadership
- Blanchard Management Essentials®
- Self Leadership
- Building Trust
- Courageous Inclusion™
- Fearless Innovation™
- Leading People through Change®
- Adapting to Change
- Coaching Essentials®
- Leading Hybrid Teams
- Capacity for communication, and many others.

## Partnership with Blanchard

At Blanchard, we focus on the essence of leadership, creating dynamic, people-centred learning experiences that enable leaders at all levels to become key drivers of progress and transformation:

- Relevant, impactful, and research-based content
- Blanchard trainings, assessments, VR, and e-learning solutions are the result of innovation and partnerships with leading technology platforms
- Simple yet powerful models that have proven to work
- Learning experiences that foster engagement, connection, and tangible results
- Accessible and inclusive learning materials
- Over 40 years of experience in leadership development worldwide
- Measurement strategies that demonstrate long-term results
- In addition to integrating world-class premium programs with local expertise and a hands-on approach in local languages, there is a network of colleagues present in most countries worldwide, with the same programs available in multiple languages.



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When leaders better themselves as they better others, they become an unstoppable force for the greater good.

”

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**SERBIA**

## Some of Our clients



## What Our Clients said about Us

We have been continuously collaborating for over 15 years because the H.art team finds solutions to every problem, they don't give up until they see change, and they are there for the client "no matter what."

On the market, I have not seen more energy, enthusiasm, faith, and love for the job.

**Ljiljana Spasojević Tošović**  
Director of Human Resources and Administration  
**TITAN CEMENT FACTORY KOSJERIĆ**

The highly professional H.art team goes beyond the formal client-agency approach, comprehensively taking the initiative to improve overall management practices in a growing company. The combination of a very structured approach with astonishing creativity and flexibility puts the focus on people, allowing business results to emerge from that

**Zoran Đzelatović**  
General Manager  
**MERIS**

Everything H.art does leaves a strong impression – from assessing needs and offerings, through the methodology and the art of interaction and working with people, to achieving results. Trainer development is one of their many areas of expertise.

**Maida Jusufović**  
Officer for Governance  
**UNOPS**

The leadership program with H.art highlights the importance of change at the management level as a prerequisite for transforming corporate culture.

H.art consultants are exceptionally capable of directing the analysis in the right direction, motivating us, and ensuring we take concrete steps toward sustainable change.

**Mirjana Garapic Zakanyi**  
Member of the Executive Board  
**MIRABANK**

They exceeded our expectations. The effects of the project work with all managers became visible quickly. Step by step, increased awareness and the application of new skills and tools created a leadership culture that enhances productivity and strengthens the sense of unity.

**Slavica Peković**  
Executive Director  
**GALENICA FITOFARMACIJA**

H.art coaches have an exceptional ability to deeply and comprehensively understand you and help you advance even in the most complex environments, unlocking solutions within yourself. Through clarity and mapping of thoughts, they manage to guide you both rationally and emotionally.

**Petar Đurić**  
Manager  
**ROCHE**

H.art is our partner in creating solutions fully tailored to the needs of our company and industry. They taught us that process work is the most effective. Every service they provide includes monitoring and continuous support: training, coaching, team building, and even H.art eLearning.

**Aleksandra Kokunešovski**  
Head of talent  
**NF INNOVA**

# The Art of Developing Successful Leaders, Teams, and Companies

Ready for the next step?

**hart**<sup>®</sup>  
leadership development

**blanchard**<sup>®</sup>  
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