

# INSPIRATION ENERGY AND FOCUS

**Moondance offers guidance in the process of developing a new concept – looking especially at communication, the products and procedures – and supports the whole process of choosing a vision and mission. The name Moondance symbolises traveling to the moon; letting go of gravity and breaking free of fixed thoughts and ideas. It is the chance to see the world from a**

**completely different perspective and, in so doing, to engage your own creativity. And then to come back to earth with the question: so, what do we need to do precisely? Moondance projects combine energy, inspiration and focus. After all, inspiration is only of any use to you if it can be crystallised into a concept or strategy with which you can set to work.**

## TOOLS

Brainstorming sessions  
Workshops  
Perception and trend presentations  
Power-thinking sessions  
Vision retreats & management team days  
Providing a chairperson for a day  
Strategic advice

## DISCIPLINES

Vision / mission  
Product development  
Communication  
Positioning  
Renewed inspiration  
Teambuilding

## CONTACT

### **Moondance**

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## TRACK RECORD

Over the last few years (at both her previous company and Moondance), Barbara de Lange has worked for many organisations including:

### **Financial services**

Agis Zorgverzekeringen, Fortis ASR, AEGON, De Europeesche, Ditzo, Schretlen & Co, DAS

### **Energy & Logistics**

Shell, Eneco Infra, Eneco Stedin, Joulz, Aegir Marine, Transavia Airlines

### **Education**

AOC onderwijs, Onderwijsgroep Noord, Wellant College, SBO, IPC Groene ruimte

### **Dutch Government & Non-profit organisations**

World Wildlife Fund, Government Information Service, Ministry of Transport, Public Works & Water Management, Directorate-General for Public Works & Water Management, GemNet, Hoogheemraadschap Hollands Noorderkwartier, Waternet

### **Food, Non-food & Retail**

Quaker, Nestlé, McCain, Hans Anders, Histor, Rambo

### **Business to business**

Arjo Huntleigh, Canon Business Centre Amsterdam NW

### **Leisure, Media & Telecom**

Viva magazine, Esta magazine, Stichting Podiumkunsten, Veronica Digital, Mediamall, KPN, Netwerk VSP (TNT)