

MASTER TRAINER

Willeke Kremer

Willeke Kremer brings years of experience in training and leadership development to the VitalSmarts Facilitator Faculty. She specializes in helping individuals, teams, and organizations increase organizational effectiveness, achieve bottom-line results, and become measurably more vital.



Master Trainer

Willeke is a Master Certified Trainer in Crucial Conversations®, Crucial Accountability™, and Influencer Training®. She has extensive experience introducing and training these crucial skills to clients throughout the Netherlands and abroad.

Willeke sees communication as the foundation of successful teamwork. She trains with humor, respect, dedication, enthusiasm, and empathy, and ensures that each participant leaves the training experience with new understanding and insight. Clients continually praise Willeke for her ability to help them achieve hard-hitting results in the areas where they need them the most.

Areas of Expertise:

- Leadership Development
- Personal Performance
- Sales
- Communication
- Influence

Notable Clients:

- Flinter Shared Services
- NEN
- TPO Displays
- University Utrecht
- Edukans
- Hessing Zwaagdijk
- Medial
- Bandall International
- Friesland Campina
- Inter Access

Industries:

- Media
- Business Services
- Government
- Technology
- Education

Fluent in the Following Languages:

- Dutch
- English

Dynamic Speaker

In addition to her experience as a consultant and trainer, Willeke is a skilled presenter, addressing audiences on the topics of Crucial Conversations and Influencer. Audiences range from small executive retreats to large organizational meetings to conference key notes. She has spoken alongside Joseph Grenny, cofounder of VitalSmarts and bestselling coauthor of *Crucial Conversations*, *Crucial Accountability*, *Influencer*, and *Change Anything*.

Business Results Expert

Willeke worked closely with the international office at Hogeschool Utrecht, one of the largest Dutch Universities. Crucial Conversations is now part of the school's culture, and has improved results by improving communication between management and employees.

She also certified eight trainers at TPO Displays—part of the international organization, Chimei-Innolux, based in Taiwan. By using the skills found in Crucial Conversations, employees who once experienced critical issues that halted productivity addressed and resolved problems within their teams and experienced improved results.

Education

Willeke has studied a wide variety of fields including drama—in which she became a first degree drama teacher, actress, and director—management, sales management, neuro-linguistic programming, and voice dialogue. She is a board member of the Sales Management Association (SMA).