



The Emotional Culture Deck

Specialist Practitioner Courses

Begin your journey to become an **ECD Certified Specialist Practitioner**



Delivered by
Lili Meseşan

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**"People will forget what you said, people
will forget what you did, but people will
never forget how you made them feel"**

– Maya Angelou

What is Emotional Culture

In every workplace, emotions play a powerful role in shaping how we feel, act and perform.

While many organisations focus on cognitive culture - what we think and how we behave - emotional culture is about how we feel (or don't feel) at work.

It encompasses the shared emotional values, norms, and behaviours that influence which emotions are expressed and encouraged and which are suppressed or discouraged.

Why It Matters

Emotional culture impacts everything from employee satisfaction and teamwork to performance and retention. Emotions boost (or impede) collaboration, innovation, and commitment, creating a thriving, engaged workforce. On the other hand, undesired emotions, such as fear, anger, or sadness, can lead to burnout, disengagement, and high turnover rates.

By understanding and actively managing emotional culture, leaders can foster an environment where people feel valued, supported and motivated to do their best work.

It's about creating a workplace where emotional well-being is just as important as physical well-being.



What is the Emotional Culture Deck

The ECD is a simple yet powerful tool designed to help leaders and teams discuss and shape the emotional culture of their workplace. Unlike traditional culture tools that focus solely on values and behaviours, The ECD uncovers the feelings and emotions that influence how people work and interact.

How Does It Work?

The ECD uses a series of cards representing different emotions to facilitate meaningful, face-to-face conversations about how employees are feeling or should be feeling to perform at their best. These conversations help uncover the emotional drivers of team dynamics, build empathy, and foster trust within teams. To see The Emotional Culture Deck in action, watch the [introduction video](#) and explore more on The [ECD homepage](#).

Who Uses The Emotional Culture Deck?

The ECD is trusted by some of the world's largest and most successful organisations, including Fortune 500 companies, non-profits, educational institutions, and government agencies. From tech giants to healthcare providers, leaders across various industries.

Whether you're looking to build a more connected and empathetic team or navigate a period of organisational change, the ECD can help you unlock the potential of your people by focusing on the emotions that matter most.

The Amazon logo, featuring the word "amazon" in a bold, black, sans-serif font with a yellow curved arrow underneath it.The Airbnb logo, consisting of a red outline of a heart shape with a white dot in the center, and the word "airbnb" in a red, lowercase, sans-serif font below it.The Canva logo, featuring the word "Canva" in a blue and purple, cursive-style font.The Netflix logo, featuring the word "NETFLIX" in a bold, red, sans-serif font.The Walt Disney Company logo, featuring the words "The Walt Disney Company" in a stylized, black, cursive font.The Coca-Cola logo, featuring the word "Coca-Cola" in a red, cursive script font.The Mercedes-Benz logo, featuring a silver three-pointed star inside a circle, with the words "Mercedes-Benz" in a black, sans-serif font below it.The IBM logo, featuring the word "IBM" in a blue, sans-serif font with horizontal stripes, and a small number "4" above it.

Recognised Professional Development for Modern Leaders

Our ECD Specialist Courses are professional development programmes designed for people who lead, influence, or support others at work.

Each course is built around practical, research-informed tools that help you grow your leadership skills, deepen emotional intelligence, and navigate the realities of culture, change, and stakeholder relationships.

Whether you're in HR, OD, L&D, coaching, or leadership, these courses offer:

- Practical skills you can apply immediately
- Peer learning and live coaching support
- Certification and digital badges to recognise your progress
- Pathways to more advanced training and accreditation

Professionally Recognised Learning

While all our courses provide meaningful, work-based professional development, our Emotional Change Strategy Course is also formally recognised by ACMP for 5 hours of professional development toward CCMP and MCMP credentials.

If you're looking for real-world professional development that actually changes how people feel, think, and work together, this is it.



Built for Real Human Leaders

Most courses avoid the one thing that truly drives performance: emotion. We don't.

Our ECD Specialist Courses flip the script on traditional leadership development.

They're about emotion, because that's where trust, resilience, connection, influence, motivation and performance actually begin.

If you want to lead culture, change, and relationships in a way that actually sticks, you need to start with how people feel.

These courses are for leaders who:

- Want to shape cultures that people actually care about
- Lead with emotion, not ego
- Navigate change in a more human way
- Build relationships rooted in trust, not just transactions

No fluff. No corporate-speak.

Just the conversations, tools and support you need to lead like a real human being.



Four Emotional Domains

Specialist Practitioner Courses

Our ECD Specialist Courses are designed to empower leaders at every level to build stronger emotional cultures and enhance their leadership skills.

Each course focuses on a different aspect of emotional culture, offering practical tools and strategies to address specific organisational needs.

Whether you want to influence emotional culture, develop leadership capabilities, navigate change, or engage stakeholders more effectively, there's a course tailored to help you achieve your goals.



Emotional Leadership Development Course

Focus: Train leaders to **build & establish** the emotions necessary for organisational and team success.

Approach: Top-Down & Leader-Led

Benefits: Develop stronger leadership skills, enhance emotional intelligence, and create a thriving workplace culture.

Emotional Change Strategy Course

Focus: Help leaders **recognise & shape** the emotions needed to navigate organisational change effectively.

Approach: Collaborative & Inclusive

Benefits: Gain insights into managing emotions during change, fostering resilience, and maintaining employee engagement.

Emotional Stakeholder Engagement Course

Focus: Train leaders to **design & embed** emotions into the experiences created for customers and stakeholders.

Approach: Customer-Centric & Relational

Benefits: Enhance customer relationships, improve stakeholder communication, and build a more empathetic organisation.

Emotional Culture Crafting Course

Focus: Equip leaders to **manage & influence** emotional culture by understanding how employees are feeling—or should be feeling—at work.

Approach: Bottom-Up & Co-Creative

Benefits: Learn how to co-create an emotional culture with your team, build engagement, satisfaction, teamwork, and improve workplace dynamics.

#1 Emotional Leadership Development Course

Duration: One Day, or Two Half Days, or 4x2-hour sessions

Delivery: In-person or Hybrid (Online+LiveLearning)



This course is designed to enhance leadership development by equipping leaders with the tools to understand and manage emotional drivers and dynamics within themselves, their people and their teams. The course focuses on developing emotionally aware leaders who can effectively foster a positive workplace culture. Participants will engage in practical activities that promote self- awareness, team cohesion, and emotional intelligence, all grounded in The Emotional Culture Deck framework.

Module	Tools	Activites
PART 1: Leading Self	-Intention Setting Activity -Know Yourself Handbook -Difficult Conversations Handbook	Reflect on personal leadership emotions. - Apply the Know Yourself Handbook to explore individual emotional drivers. - Practice handling difficult conversations using the ECD framework.
PART 2: Leading People	-ECD Leadership Handbook -Emotional Contagion Guide	Identify and establish desired emotions for their teams. Understand and apply emotional contagion principles to positively influence team dynamics.
PART 3: Leading Teams	-ECD Weekly Retro Guide -Leadership Workshop Canvas	Use the Leadership Workshop & Canvas to define team emotional culture and develop leadership behaviours that reinforce desired emotions.
PART 4: Reflect & Review	-Reflect & Review Canvas -Post-Course Challenges	Use the Reflect & Review Canvas to consolidate learning and set future leadership goals.

#2 Emotional Change Strategy Course

Duration: One Day, or Two Half Days, or
4x2-hour sessions

Delivery: In-person or Hybrid
(Online+Live Learning)



This course is essential for leaders looking to manage the emotional side of change within their organisations. The Emotional Change Strategy Course equips participants with the tools and knowledge to lead change with empathy, compassion, and emotional intelligence. The course is designed to be highly interactive and hands-on, allowing leaders to practice and apply what they learn in a tactile learning environment.

Module	Tools	Activities
PART 1: Leading Self	-ECD Personal Change -Conversation Guide + -ECD Know Yourself Through Change Handbook	Learn how to use these tools to reflect on past periods of change and create a personal plan for navigating current or upcoming changes.
PART 2: Leading People	-ECD Change Leadership Canvas + Workshop	Identify and establish desired emotions for their teams. Understand and apply emotional contagion principles to positively influence team dynamics.
PART 3: Leading Teams	-ECD Exploring Team Canvas + Workshop - ECD Change Rituals Canvas	Develop skills to facilitate team workshops focused on co-creating a culture through change. Learn to create and implement change rituals that bring people together, fostering a supportive and emotionally connected team environment.
PART 4: Reflect & Review	-Course Reflection Questions -Post-Course Challenge Overview	Reflect on the key learnings from the course and discuss how to apply these tools in real-life situations.

#3 Emotional Stakeholder Engagement Course



**Duration: One Day, or Two Half Days, or
4x2-hour sessions**

Delivery: In-person or Hybrid (Online+LiveLearning)

This immersive course focuses on training leaders to design and embed emotions into the experiences created for customers and stakeholders. Learn how to use The Emotional Culture Deck to enhance stakeholder relationships, improve communication, and build a more empathetic organisation. This course provides tools and techniques to create emotionally engaging and meaningful interactions with stakeholders.

Module	Tools	Activites
PART 1: Design Emotion-Led Stakeholder Relationships	-ECD Stakeholder Relationships Canvas	Learn how to identify and define the desired emotions in stakeholder relationships and how to manage undesired emotions that may arise.
PART 2: ConnectCustomer & Employee Experiences	-ECD Emotions Value Design Canvas -EX&CX Design Map	Explore the interplay between employee and stakeholder experiences and design emotional values that align both for enhanced engagement and performance.
PART 3: Build Human- Centred Partnerships	-ECD Partnerships Canvas + Handbook	Develop strategies for fostering human- centred partnerships by identifying key emotions that drive effective collaboration and mutual success.
PART 4: Reflect & Review	-ECD Quarterly Retro Conversation Guide	Reflect on learnings and share insights gained from the course. Discuss how to apply these concepts to improve stakeholder engagement and partnerships.

#4 Emotional Culture Crafting Course



Duration: One Day, or Two Half Days, or x4 2-hour sessions

Delivery: In-person or Hybrid (Online + Live Learning)

Fee: Contact an ECD Certified Consultant

COMING SOON

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Who are these courses for?

Anyone who leads, supports or shapes the experience of people at work.

If you're responsible for people, culture, change or relationships, these courses are for you.

If you are looking to improve emotional intelligence and leadership skills - these courses are ideal for anyone aiming to better understand emotions, enhance leadership skills and build effective teams.

You'll get the most out of these courses if you're:

- A leadership team ready to shift culture together
 - You want shared language, deeper connection, and a way to lead that brings people with you.
- An HR, OD, or L&D team supporting real transformation
 - You're looking for practical, emotionally intelligent tools your team can apply across the organisation.
- A change team navigating complexity
 - You know people don't resist change, they resist how change feels. This gives you the tools to lead them through it.
- A coach, consultant or internal facilitator
 - You help others grow. These courses help you go deeper, into the emotions that drive performance and connection.

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Why choose the ECD Specialist Courses?

ECD Specialist Courses stand out for several compelling reasons, making them the perfect choice for anyone looking to enhance their leadership capabilities and foster a positive emotional culture within their organisation:

Practical Skills: Gain actionable strategies and tools that you can apply immediately to improve leadership and emotional culture within your team or organisation. Our courses are designed to provide hands-on, practical training that goes beyond theory, equipping you with real-world skills that drive results.

Engaging Experience: Participate in interactive sessions designed to be both informative and engaging. Our courses are structured to foster active participation and lively discussion, ensuring that you not only learn but also connect with others, share experiences, and build valuable networks.

Continued Support: Benefit from post-course resources, including coaching calls, access to a vibrant community of peers, and ongoing support to help you implement what you've learned. You'll have the opportunity to continue learning, sharing, and growing with others who are equally committed to building a positive emotional culture in their workplaces.



Why ECD Specialist Courses are Unique

These courses offer a **unique blend of practical application, expert insight, and community engagement**, all focused on mastering the emotions that shape organisational success. Whether you're new to emotional culture or looking to deepen your expertise, our ECD Specialist Courses provide a comprehensive pathway to enhance your leadership impact and drive meaningful change in your organisation.

Facilitated by

Lili Meseşan

Leadership Coach, Culture Shaper



- **First Emotional Culture Deck Eastern Europe certified consultant**
- **ICF Professional certified coach (PCC)**
- **Imagery Coaching accredited**
- **Motivation Buttons coach**
- **Barrett Values Center certified consultant**
- **10+ years in Transformational & Leadership Coaching**
- **25+ yrs in Corporate Consultancy, Leadership & Culture**

I'm drawn to meaningful conversations, to people and their stories. I find inspiration in nature, long walks, travel that opens new perspectives and simple moments with my husband and our dogs - small everyday reminders of presence and joy.

With over 25 years of experience in international corporate environments and complex organizations, I work as a coach and facilitator creating spaces where people can pause, reflect and reconnect with what truly matters to them.

Most of the people I work with are already capable and successful in what they do, yet they are looking for more meaning, alignment and impact in their roles. They often navigate multiple expectations — from their teams, stakeholders, and themselves, while trying to stay grounded and true to who they are.

My approach is gentle, curious and at times playful. I believe all emotions are welcome, and that when we allow ourselves to acknowledge and work with them, life and work begin to flow more naturally — relationships improve, and progress happens with more ease and intention.

In my work, I integrate tools such as the Emotional Culture Deck, Imagery Coaching, strengths and values based approaches. Beyond any tool, I care about creating a space where people can see more clearly where they are, where they want to go, say what has been left unsaid and make choices aligned with their deeper aspirations.

With a background in philosophy and psychology, I've always been interested in what shapes human behavior. Over the years, I've seen how profoundly our inner state influences how we work, relate, and lead. Today, I support leaders in fast-paced environments to reduce stress, reconnect with themselves, and create workplaces where people can genuinely thrive.

My intention is to support people in feeling more balanced, confident and connected to themselves in their work, while contributing to healthier, more human workplace cultures where performance and wellbeing can go hand in hand.

Testimonials & Success Stories

Empowering and Engaging Experience

"Practical, engaging and transformative. Can't wait to use in multiple settings and ways. Feel empowered and curious to continue this journey into emotional culture. So well supported by interesting research and good pace."

Expanding Our Skills and Tools

"For me, this course was a great catalyst for thinking about how I approach workplace culture with the various teams I interact with. At the end of it I felt as though I had spent valuable time thinking about something very important. I thoroughly enjoyed the experience."

Invaluable Insights on Change Management

"The Course was brilliant. I gained so many ideas of how our leaders and teams can shape change intentionally, with our people and their emotions at the heart of how we do things!"

Building Confidence in Emotional Leadership

"This course taught me so much about working with our emotions to navigate situations. I am now confident to use some of the tools I learned with my team and my wider organisation, and I know they will help us to move through change better as a collective."





Email lili.mesanan@gmail.com to find out more or discuss booking your course.



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