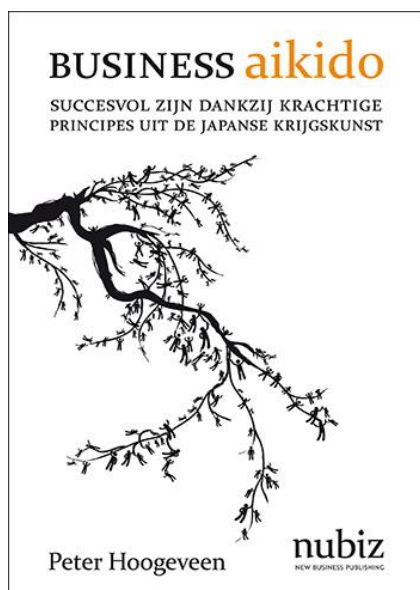


SANTASADŌ

Peter Hoogeveen - Business Aikido

Powerful principles for work and life from a Japanese philosophy and martial art

PERSONAL DEVELOPMENT | TEAMS



Aikido is a Japanese martial art developed by Great Teacher Morihei Ueshiba. Aikido, which means 'way of combining forces', is philosophical and non-violent by nature -- the goal is not to eliminate the opponent, but to turn them into an ally.

The powerful principles of Aikido can well be applied to the work floor, especially in a time where we demand more of each other. With these principles it takes less effort to achieve more. You can be powerful without having to use force.

Peter Hoogeveen is a specialist in human resources and organizational development, and a passionate student and practitioner of Aikido. In *Business Aikido* he shows how Aikido can help you individually to adopt a more powerful stance, and can help teams to

achieve better results collectively. He distilled eight timeless principles from Aikido which are explained in his book with real-life examples and exercises.

Published in October 2018 | Paperback | 176 pages | ca. 36,000 words

- Full English translation available
- Dutch edition published by Nubiz



ABOUT THE AUTHOR

Peter Hoogeveen is the founder of Kiworkx, a company that provides workshops and training based upon the principles of Aikido. He has done Japanese martial arts since childhood and has been doing Aikido for nearly twenty years. He studied Human Resource Management and Business Administration, and had extensive training in personal effectivity, communication, and leadership. Peter started his career with the Military Police and worked as a human resources manager for several different organizations. He has been translating Aikido principles for company practice for over fifteen years.

RECOMMENDATIONS

"The book is written with humor and is easy to read. Business Aikido is well-structured and the Aikido principles are wonderful interwoven with the text. Peter Hoogeveen provides a great perspective on stress and its build-up. My advice is to buy the book, it has met all my expectations." – **Annemiek Sierhuis**, photographer, business administrator, coach, and creator of the *Creative Coaching Cards*

"*Business Aikido* shows how you can be influential without putting pressure on others. Based on equality, so it is sustainable by nature. It is highly effective, in every situation and beyond cultural and generational differences and across all styles of communication. Interesting for every professional who wants to make a difference!" – Jury Management Book of the Year

"*Business Aikido* offers a fresh and original perspective on collaboration and leadership. It's about creating together and staying close together, based on classical principles, applied in everyday practice. An instructive guide for managers and employees with practical examples that everyone can put to work immediately." – **Hans Leijtens**, Former Royal Military Police commander, NATO board member

"Many books have already been written about aikido, yet this book is a welcome addition: it is the first book that concisely explains how to apply aikido in your daily life and work. Clear, concise, and practical - a pleasure to read. It will help you (and your team) make different choices and rise above yourself. A must-read for every professional and leader!" – **Daan Fousert**, Director of Servant Leadership Solutions

"An enrichment for inside, but especially outside the aikido world. A practical manual for SMEs, with its very own, highly accessible style and direct applicability. Absolutely recommended!" – **Bjørn Aris**, Former investment banker, global management trainer, sword master

"Peter has succeeded extremely well in committing his passion and insights to paper. A balanced combination of theory, examples and exercises - this book challenges the reader to connect more, not only between head, heart and body, but precisely also with the other." – **Harry Bosma**, Director and supervisory board member in healthcare

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Acknowledgements

Sources of inspiration