

FACILITATOR IN THE SPOTLIGHT:

“ONE SINGLE ADJUSTMENT IS USUALLY NOT ENOUGH.

**LUC VAN SAS TALKS ABOUT SENDU, THE COMPANY HE FOUNDED FOUR YEARS AGO
TOGETHER WITH WILLEM SUPPERS. SINCE 2023 THEY HAVE BEEN CERTIFIED MMI
PARTNERS.**

**YOUNG YET EXPERIENCED, ACTING WITH THOUGHTFULNESS AND COURAGE. FROM BASIC
OPTIMIZATION TO STRATEGIC SPARRING AND OFFSITE FACILITATION, THEY POSSES A WIDE
RANGE OF EXPERTISE.**

How did Sendu come about and where does the company stand now?

Luc explains:

“With our shared passion for consultancy and the drive to keep growing, we decided four years ago to join forces. That’s how Sendu was born – a place where innovation and collaboration are at the core.”

Over the past years, we have grown significantly. At the moment, we work with a team of 10 people within Sendu, partly permanent and partly flexible. Our ambition is not to grow much larger in size; we want to keep it clear and manageable. Growth has required us to automate certain processes and professionalise further. Our role within the organisation has also evolved: increasingly, multiple Sendu colleagues work together on the same project. So we also strive for effective collaboration ourselves.

Willem and I are always involved in the client journey and we want to keep it that way. In our toolbox we have several instruments we can use—MMI being one of them.

Why did you choose MMI?

We had known about MMI for some time because one of our partners had been working with it for years. We saw how valuable it was and started integrating it more and more into our own projects. The three-day training gave us many new insights. Moreover, the MMI platform is clear and user-friendly. Thanks to the colour profile, the focus is not on one specific colour but on the entire spectrum. Participants receive a comprehensive report and are not pigeonholed, which fits seamlessly with our way of working. And finally, MMI is affordable, which is of course another big advantage. The added value of MMI is undeniable for us.



“MMI ENSURES THAT YOU’RE NOT PIGEONHOLED. IT GIVES A BROADER PERSPECTIVE ON YOURSELF AND YOUR COLLEAGUES.”

How do you mainly use the tool?

We help organisations improve their performance. How do you recognise opportunities to use MMI? We provide tailored advice because there is never a one-size-fits-all solution. Generally, we first receive questions focusing either on processes and systems or on human aspects. We often find that one single adjustment is usually not enough. The MMI tool is used to measure the human aspect across a wide variety of clients.

For example, we used it extensively with a large company focused on improving industrial performance for their clients. But we are also now using it at a primary school, where all teachers and staff members are exploring how they can work more effectively together by better understanding one another.

We often facilitate group workshops as a pair. One of us takes the role of facilitator, guiding the session with a focus on actively engaging the group. The other concentrates more on the process level—mapping out the existing and desired processes and identifying opportunities for improvement.

We have also used MMI in recruiting our own employees. There were certain aspects that we felt were important to see reflected, in line with our organisation.

Where will Sendu be in 5 years?

In the coming years, we intend to convert our knowledge and expertise into transferable processes, bundle them, and document them. This way, Sendu can continue to make a lasting impact—even when we’re not around.

What advice would you give to new facilitators?

The more you work with the tool, the easier it becomes. It’s important to gain many hours of practice, because true understanding of the power of MMI comes only with experience. You don’t just learn the technical side better—you also learn how to apply the tool effectively to make real impact within organisations. Practice not only improves execution but also gives you more confidence and flexibility to respond to different situations and teams.

