

Introduction **Communicating from a place of abundance**

Making your transformational value resonate



PERSPECTIVIST
A Regenerative Agency

Contact

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About me

Jean-Philippe Steeger brings together a rare blend of regenerative leadership, creative communications, and real-world experience with senior managers across Europe.

With his background in political sciences and European Affairs, and as a trained coach, he invites his clients to step into their unique power of transformation.

Through his agencies Perspectivist and re:storied, he has helped bring his clients' work to life for the audiences that matter — not just conceptually, but experientially.

Together, they have developed brands, offers, and communication strategies that shift the horizon of the possible – in the here and now.



Jean-Philippe Steeger
Founder, coach &
consultant

Embodying regenerative cultures



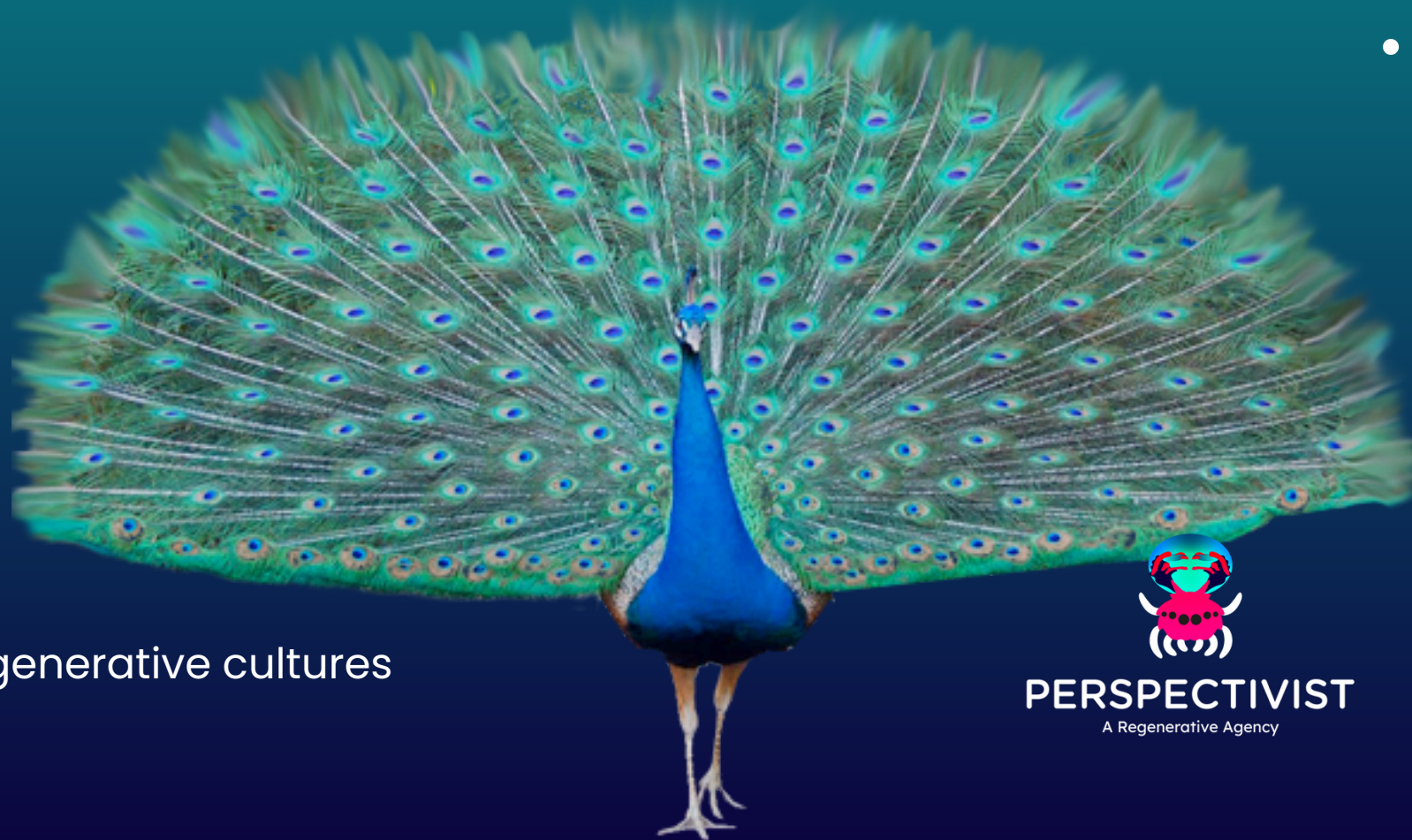
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Who I work with

I work with purpose-driven entrepreneurs who transform people, leadership, and organisations — they want their work to resonate more deeply with the clients who need it most.

They face the following situation:

- Their work is powerful, but their communications are often **too complicated, not consistent, and don't reach the right people**
- Their approach is full of wisdom, but their potential clients **don't understand the depth and transformative potential** of their work for them
- Despite less experience and less integration of what they are talking about, **others are better at attracting clients** than them.



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Resonance Value Compass

Resonance Value is bespoke 10 week programme to clarify, express, and amplify the transformational value of your work — so that it feels alive, embodied, and undeniable across your communications.

No jargon. No overthinking. Just real resonance with the people who matter.



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Resonance Value Compass

What you get



Intersectional Value Compass

A clear mapping of the unique, nourishing value you bring to people, organisations, and ecosystems — so you can speak from the heart with clarity and confidence.



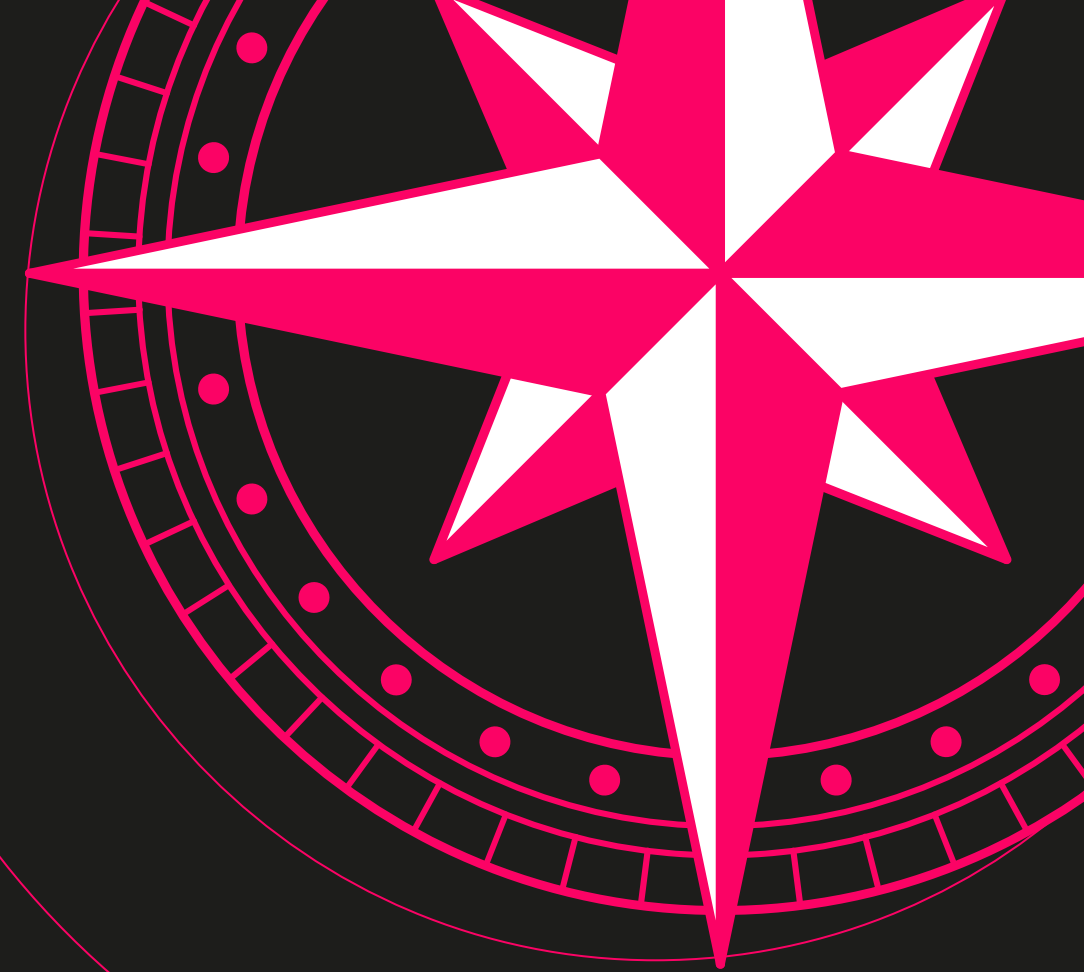
Magnetic Offer Design

Fresh, clear messaging that makes your service or product sound as transformational as it truly is — ensuring that you stay aligned with who you are AND are understood.



Creative Communication Strategy *(optional)*

An easily actionable document that identifies your key opportunities for communication, key channels and best formats to communicate your value in a way that feels authentic and natural.



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Resonance Value Compass

How it works

1

Value Mapping

Get crystal clear with the value that potential clients are willing to pay for and the value that will nourish them over the longer-term.

- Identify the visible and invisible value clients are truly seeking.
- Map the potential clients and stakeholders, those ready to pay for the value.
- Articulate the uniqueness of your why, how, what and/or what for.

2

Resonance Research

Test what lands. Validate what's missing. Prioritise which value to communicate to your audience and how

- Discover the value that is most relevant to your potential clients.
- Distil the language that feels natural and attractive.

3

Magnetic Offer Refresh

Transform insights into an offer that's magnetic, meaningful, and sells.

- Shape an offer description that clients recognise as "exactly what I need."
- Align your words with the lived experience of working with you.

4

Communication Strategy *(option)*

Craft a strategy that feels regenerative, not extractive, and is effective for you and your identified audiences.

- Identify your most effective channels and formats.
- Bring to life the values and wisdom that you are called to communicate.
- Design a rhythm of communication that feels sustainable and effective.

5

Creative Expression Design *(option)*

Bring your message to life with integrity, creativity, and joy.

- Explore authentic ways to express your story — from words to visuals.
- Find your flow in communicating what you stand for, over and over again.

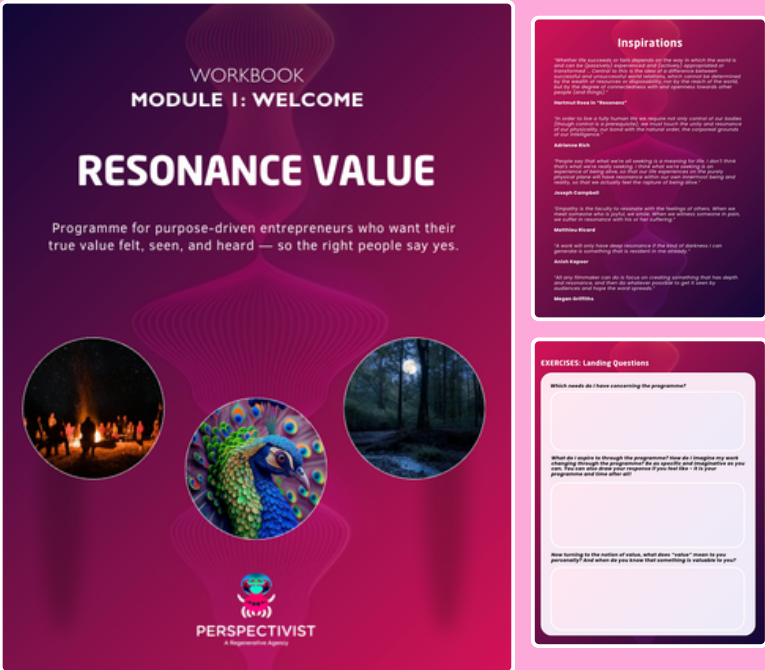
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Resonance Value Compass

Components

Workbooks

self-paced learning, exercises, and questions for the 5 modules



Coaching sessions

1-1 coaching and consulting sessions (5h in total) to deepen your insights in each module



Written support

Weekly check-in and coaching via email + copywriting support for your offer description



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Work Examples



**Transition
Network**
international

Rebranding



Transition Network international wanted to reflect its new strategic orientation through a rebranding process. Together with partners from re:storied, we designed branding workshops and designed branding assets, as well as clear indication on how to communicate the essence and appeal of the network.

**Minds &
Mountains**

Magnetic Offer Design

Hygge Life

Reconnect to yourself at a place where time slows down, where the simple joys of life are celebrated, and where wild nature and coziness intertwine. The Hygge Life retreat at Minds & Mountains is more than a stay at an ecolodge – it's an invitation to rediscover balance, wellbeing, and connection.

Immerse yourself in the Danish art of hygge, surrounded by breathtaking landscapes and a space to nurture your body and soul. Through mindful experiences, delicious plant-based meals, and meaningful conversations, you'll return home with a renewed sense of peace and inspiration.

Minds & Mountains is a retreat centre in the Pyrenees. Its founders wanted to transition to a regenerative tourism offer. The coaching process uncovered the unique value of the immersive touristic experience for potential clients. Through copywriting, we channeled the insights into a highly attractive offer for the identified audiences.



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Testimonials

***"I felt touched and in good hands-
hearts during the Transition
Network international rebranding
process. The approach is bold and
unique, and it was managed to
make this participatory, meaningful
and beautiful."***

***We could dive deeper, thinking of
(and feeling) our organisation in
relational ecosystemic terms, to
then come back to the surface with
a specific tangible result everybody
loved and felt identified with."***



Esther Molina
Transition Network international
Communications Lead
(community development)

***"I was impressed by Jean-Philippe's
fresh and enthusiastic approach to
storytelling. It was a joy to co-create
with him."***

Sonja Klopčič
Founder of AEIOU Leadership
(leadership development)



***"It has been an eye-opening journey
that helped me have a clear picture
of my brand and how to present it."***

***Now my customers understand
much better what Hodaia means
and represents."***

Raluca Olaru
Founder of Hodaia
(personal care)





Engage further

Book a **free call** with Jean-Philippe to explore the potential of Resonance Value for you!

- Gain clarity on where you are right now with your communications and brand
- Understand your priority areas for getting a better match with clients and audiences
- Get inspiration for making your communications more alive and vibrant

[Schedule call](#)

Take the **free test** to see how alive your communications and brand are

[Communications Resonance Test](#)

Discover more about regenerative communications on **Substack!**

[Subscribe to "meaning and magic"](#)

Contact Jean-Philippe

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