



**CowSIGNALS®**  
TRAINING COMPANY



**now  
ONSITE at  
COE Baramati  
or ONLINE  
at home**

# **COWSIGNALS® ADVISOR TRAINING ONSITE AND ONLINE**

**HAPPY COWS, HAPPY FARMERS, HAPPY PLANET**

## CAPACITY DEVELOPMENT HOLLANDDOOR

We understand the global demand for knowledge and skills and we are fully committed to offering practical and effective training and capacity-building programs. Our fields of expertise and business networks enable us to conduct training and capacity building, ranging from one-day to multi-week and even multi-year programs.

Training programs can be organized in the Netherlands or alternatively in your own country.

## COW'S HEALTH AND WELFARE

The concept CowSignals® is trained by Joep Driessen and/or CowSignals® Masters Ad Merks or Lianne Oskam from HollandDoor, who are both dairy specialists with a lot of experience. Our main drivers are health, welfare, and sustainability.

## DO YOU WANT TO BE A PRO-ACTIVE ADVISOR ... IN THE SUSTAINABLE DAIRY CHAIN?

Become a successful CowSignals® Advisor in India, by sending an email to HollandDoor or COE Baramati. As a CowSignals® Advisor you will have an impact on farmers and therefore on the sustainable dairy chain. But also on your competitors, because you are always one step ahead!

By using the CowSignals® concept in your daily work you will be able to keep more cows healthy by preventing diseases and breaking through tunnel visions. And if farmers have more healthy dairy cows, they achieve a higher efficiency and lower costs. And at least it will contribute to a better environment.

## COWSIGNALS® DIAMOND

During the practical training you will learn to recognize all the cow signals, to identify problems, and to solve them. We combine all factors that are important for cow welfare in the daily work with dairy cattle; feed, water, light, air, rest, and space resulting in health. These come together in the CowSignals® Diamond.



By using the CowSignals® Diamond we want to create a more sustainable dairy chain. With our proven methods cows live longer, have more lactations and a higher milk production. That's how we support the health and welfare of cows and farmers.





## SUMMARY COWSIGNALS® AND PEOPLESIGNALS COURSES IN INDIA

### **I) Online Advanced course CowSignals® Advisor (about 15 hours)**

Combination of CowSignals® course and PeopleSignals course Online (full course).

For the official status of CowSignals® Advisor, with 1-year License, to use.

With this License you can support and train dairy companies and organizations.

Is an advanced course with assignments, case studies and PeopleSignals action model.

Mostly in groups of 10-15 participants and two virtual classrooms with Joep Driessen.

### **II) Online Basic course CowSignals® Trainer (about 6-7 hours.)**

This is only the Basic CowSignals® course Online, without PeopleSignals. You can follow this course as individual and without virtual classroom.

Focus on the 6 Health Diamond topics. A certificate can be obtained. With this course, you can advice and train groups of farmers.

### **III) Online Basic course PeopleSignals trainer (about 6-7 hours)**

This is only the Basic PeopleSignals course Online, without CowSignals®. You can follow this course as individual and without virtual classroom.

Focus on the Communication skills as trainer.

A certificate can be obtained. With this course, you can advice and train groups of farmers.

### **IV) Extra Virtual classrooms for the Online courses II or III (about 2 hours)**

Course II and III can be combined with a virtual classroom by Joep Driessen for all your questions and answers on CowSignals (II) or PeopleSignals (III).

The groups will be 10 to 15 participants.

### **V) Webinars or Seminars by experts**

Given by experts from HollandDoor, Dutch Dairy Cluster India (DDCI) or CowSignals® Training Company. The size of the groups can be from 25 to even 250 participants Live or Online, depending on the event.

### **VI) Onsite course CowSignals® or PeopleSignals on COE Baramati a.o. (2-4 days; tailormade program)**

HollandDoor will organize onsite trainings and workshops on CowSignals® and/or PeopleSignals. These trainings and workshops will be held on the dairy farm of COE Baramati with cows or buffalos. Other locations or COE's are also welcome.

We will make tailormade solutions for your dairy company or organization, with the focus on Housing, Feeding, Breeding, Milking and Health (6 Diamond topics).

The groups will be with 10-15 participants.

We will combine theoretical lessons/ presentations with practical workshops and checklists on the farm.

## CEO BARAMATI: YOUR PERFECT PLACE

CEO Baramati is the perfect place for...

**TAKE THE  
COURSE NOW  
ONLINE AT HOME  
OR ONSITE AT COE  
BARAMATI**





## **HAPPY COWS, HAPPY FARMERS, HAPPY PLANET!**

HollandDoor and CowSignals® Training Company are independent training organizations. We are your partner and preferred supplier of practical cow-based knowledge and training to secure Happy Cows, Happy Farmers, Happy Planet!

## **QUALIFICATIONS FOR PARTICIPANTS**

We work with welfare officers, feed advisors, veterinarians, breed advisors, herd managers, hoof trimmers, fertility advisors, and barn designers. Background knowledge of dairy farming, health, feeding, breeding, or housing is welcome. More important is that you are open minded, cow-minded, have an interest in communicating and working with farmers. Basic knowledge of English is required.

## **COWSIGNALS® ADVISOR LICENSE**

After finishing the ONLINE training CowSignals® and the ONLINE PeopleSignals® Advisor course you will receive your CowSignals® license.

As a licensed CowSignals® Advisor you can be a partner and advisor to farmers. To give you even better support, you will have access to specific cow-based information. We are going to extend this information in a special toolbox.

## **COWSIGNALS® ADVISOR ONLINE TRAINING (Full Course 1)**

This course includes:

- A unique ONLINE LEARNING JOURNEY
- Practical cow-based lectures and WEBINARS
- License fee and access to your online learning journey for a full year
- Digital toolbox for CowSignals® Advisor
- EXTRA! CowSignals® e-book!
- License to use CowSignals® brand and materials for a full year

## **HOW LONG DOES THE FULL ADVISOR COURSE TAKE?**

The time investment for the entire course is about 15 hours:

- 4 hours for the CowSignals® video course
- 2 hours for the PeopleSignals® video course
- 4 hours for the assignments and study cases
- 4 hours for the live sessions (virtual classrooms)
- 1 hour for the exam and extra information about your Advisor license



## **THIS INTERACTIVE (ONLINE) TRAINING CONSISTS OF:**

- Theoretical + practical training videos
- Online exercises and examples
- Interaction with other participants
- Instructor feedback from Dairy experts
- Interactive webinar sessions (virtual classrooms)
- CowSignals® E-book for professionals

## **COWSIGNALS® ADVISOR TRAINING PROGRAM ONLINE!**

The entire course will be in English and guided by HollandDoor and the Cowsignals® Training Company in the Netherlands. You will get access to your personal learning journey in our online learning environment. It will be an interactive course, sharing ideas, and getting personal feedback. In this course we combine practical cow-based knowledge with 1-to-1 advisor skills.

The Basic Courses 2 and 3, you can follow individually at home. The virtual classrooms are in groups of maximum 15 persons

This is what you can expect:

### **CowSignals® E-LEARNING**

We start the course with the Look-Think-Act-principle, the CowSignals® Diamond and a keep-it-simple-approach. In the entire course we use confrontation techniques and interactions.

### **PeopleSignals® Advisory skills E-LEARNING & ONLINE**

We will teach you to have more impact by asking better questions, open people's eyes and minds by helping farmers with practical ready to use knowledge and tips with PeopleSignals® Advisory skills.

- We will train your communication skills and teach you how to read body language to become a better 1-to-1 advisor.
- Exercises in communication, you will receive personal feedback that brings you to the next level. Practical use of the tools: CowSignals® welfare check and CowSignals® welfare assessment (10 questions around the CowSignals® Diamond).

## HOLLANDDOOR

HollandDoor will organize onsite trainings and workshops on CowSignals® and/or PeopleSignals. These trainings and workshops will be held on the dairy farm of COE Baramati with cows or buffalos. Other locations or COE's are also welcome. We will make tailor-made solutions for your Dairy company or organization, with the focus on Housing, Feeding, Breeding, Milking and Health (6 Diamond topics).

The groups will be with 10-15 participants; we will combine theoretical lessons/presentations with practical workshops and checklists on the farm. The price of these Live trainings and workshops depends on the location, number of participants and the travel costs of the trainers/experts from HollandDoor

## CONTACT

Together with CowSignals® Training Company in the Netherlands, we organize these online courses again in 2022 and in 2023 in India. When you send us an email with name, organization, country and profession, we can send you an offer about the CowSignals® & PeopleSignals courses.

For more information or an offer, please contact:

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**HollandDoor**  
*Connecting the Agroworld*

**CowSIGNALS®**  
TRAINING COMPANY



**Agricultural  
Development Trust  
Baramati**

**now  
ONSITE at  
COE Baramati  
or ONLINE  
at home**

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HAPPY FARMERS  
HAPPY PLANET**