Keep them on the bike

Ernest van den Bermd
Bikeschool
Who is talking
Dutch cycling school

Our journey in preparing
as long and often as possible
Our perspective ..
In the meantime
Red alert
Puzzle
BASIC HUMAN NEEDS

- Self-actualization
  Creativity, Problem Solving, Authenticity, Spontaneity
- Esteem
  Self-Esteem, Confidence, Achievement
- Social needs
  Friendship, Family
- Safety and Security
- Physiological needs (survival)
  Air, Shelter, Water, Food, Sleep, Sex

WiFi

Bicycle

Needs
The Cycling School building blocks

- Nice and safe cycling
  - Choosing your bike
  - Cycle gymnastics
  - Cycling together
  - Traffic quiz
  - Bicycle and cyclist check (MOT test)
  - Tricycle
  - Comfort
  - Cycling proficiency course
  - Focus on the e-bike
  - Wayfinding

Start: health and good fun
Different pictures
In the picture

Comfort+
Interplay
B<>B<>B
Hospitality
Keep cycling
Tail wind

- Regular cycling improves the muscle function of the body by strengthening and toning them.
- Cycling helps in lowering and preventing osteoarthritis.
- Cycling improves heart health by making it pump blood faster.
- Keeping the body physically active, cycling lowers the risks of cancer.
- The body builds up strength and its endurance capacity boosts up by cycling.
- Cycling keeps sugar level under control and hence reduces the risks of diabetes.
- Cycling fights depression and anxiety.
From almost pleonasm
To focus
Tools
Back or still on track
Thank You

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