

## speaker, author, strategic advisor

*Once held this belief that supply and demand was all that mattered in business. Rather quickly I became aware that the enablers of any company is people. Since then my focus has been set on tracking things that motivate and engage us in the workplace. My conclusion: **Engagement drive success***

### background

My first managerial role made me aware of the generational clash that is taking place. Upper management was perplexed by how young employees was jumping ship in a way unheard of in the history of the firm. I participated in a project aimed at retaining our young talents. As I got insight in the beliefs and lifestyles of the younger generation it felt like I encountered an alien species (a species that mocked the concept of the gold watch, as well as the 9 to 5 job). My findings stuck with me as I continued to work in projects where generational differences were obvious. My fascination for the subject made me absorb an extensive amount of research.

As my knowledge grew stronger I created a leadership program for young talented leaders. The program (*Egonaut*) was based on three of my books. After three graduated classes the Egonaut-program had an average rating of 9,7 (of 10).

After Egonaut I pursued a career as a subject matter expert. I gave lectures for Universities, public functions and commercial interests. I consulted and provided strategic input to companies in a diverse set of industries. Companies specialized in analytics and trends use my findings from time to time (e.g *Trendindex 2010*, *Talent relations*).

My fourth book profiled four generations (*Generationsanpassat ledarskap*) and became a popular management book in Sweden. It was also nominated *HR-book of the year* in 2011. My current book project is associated with my generational research but focus on the topic of talented individuals and high performing organizations (title *Talent 2.0*).

### competence

I have put my time and passion into projects, strategies and organizational changes in companies like Ikea, SonyEricsson and Capgemini. I seem to have a knack for abstract challenges where people and process combines. My competence is best described as a mix of hard and soft skills. (*hard* meaning technical and structural while *soft* refers to leadership and communication). My academic background contains psychology, change management as well as technology. My time is usually divided between lectures, workshops and consulting.

My strength as a professional is my ability to simplify abstract and complex information. Outside of my area of expertise I consider myself a driven generalist with a tendency to lose myself in my work. This makes me absolutely certain that I am doing **exactly** what I love to do.

### what I do

I give presentations, offer strategic advice, facilitate workshops and manage assignments with energy and dedication. Subject matter expertise within generational research, motivational psychology and talent management.

former  
clients  
former  
clients

media  
media

books  
books

Ikea Communications, Sony  
Ericsson, Höganäs, CSN, AF,  
Handelskammaren, Plan B,  
Lunds Universitet, Ework,  
Region Skåne, Hjärntrusten,  
Rotary, Carpenova,  
Competensum, Sigma, CISV,  
Ipdix, Gotech,  
Arbetslivsresurs, Concept  
Factory, Kompetensutveckling  
Varberg, Varberg Energi,  
Campus Varberg, Campus  
Alingsås, YH Collection, Ikea  
It, Lyma Kemiteknik,  
Capgemini, Effectus,  
Skatteverket, GfK, Malmö  
Stad, Linnéuniversitetet

Chefstidningen  
Tidningen Arbetsliv  
Svenskt Projektforum  
Göteborgsposten  
Metro  
Civilekonomen  
Naturvetarna  
Handelskammaren  
Personal & Ledarskap  
Presskontakt.Se  
Hallandsposten  
Nordic Ecommerce  
Coachtipset (Radio)  
Feminine  
Sunt Liv

*Egonaut 1 - 2009*  
*Egonaut 2 - 2010*  
*Egonaut 3 - 2010*  
*Generationsanpassat*  
*Ledarskap – 2011*  
*Talang 2.0 - 2012*

