

Empowering a New Era of Brilliant Business Cultures – Making High Achievers the Leaders of Tomorrow's World

Culture is a way to align people with shared values to support each other to overcome challenges and achieve ambitious goals in an efficient and meaningful way. As the saying goes, “culture eats strategy for breakfast.” However, designing and scaling a people and purpose-centric culture can be hard, especially for fast-growing companies. There is also increasingly fierce competition for the best talent globally, and your company's culture often is the deciding factor. In addition, your company's culture impacts everything from productivity, engagement and customer loyalty, to the speed of innovation, retention of talent, growth, and, of course, profitability. By creating a thriving company built on cultural design, futuristic leadership, and customer-centric strategies, companies can achieve sustainable long-term success. We are uniquely positioned in supporting companies committed to attracting and keeping the best people in the workplace – the “High Achievers.”

Reimaginez is an award-winning company that specializes in designing, re-designing, and scaling culture successfully. We help founders and top executives to keep, attract, and lead High Achievers as well as living successfully as High Achievers themselves through executive coaching, actionable training, and cultural consulting. We empower companies in achieving their cultural transformation, preparing them for the Future of Work. It's time to re-imagine the workplace.

What's in this overview? An introduction to designing and scaling thriving company cultures through our advanced Cultural Design Programs and Actionable Training Programs, as well as a presentation of our Founder/Executive Coaching Programs.

“The team has been fantastic. Therése has helped us clarify what our culture already is and helped us set goals for the future.”

“It's been great. I think it has been very methodical. You are very methodical, Therése. Your team is very diligent. You turn things around quickly and work all different timezones.”

“Working with Therése and her team had been really great. Super responsive and super organized. I was only in some of the sessions, but the sessions I was part of, I thought it was amazing how you were able to pull out what was important for all of us, and we didn't really know it.”

– Co-founders, CEO and COO, from a series A-backed Boston startup



“Having founded three companies over the years, I realized one important thing along the way – you can never afford to stop learning. As each company grew from a handful to hundreds of people, the challenges have rarely been the same, so after 15 years of start-ups, I had the pleasure of meeting and engaging Therése to be my personal founder/executive coach.

While I've worked with other “coaches” in the past, none of them had the extraordinary and rare combination of skills and experience that I found with Therése: she's a founder herself, she's worked with an international cohort of clients (giving her a uniquely diverse perspective), she's a sought-after keynote speaker on business culture and lifestyle design (which are key for any entrepreneur or executive).

Her programs are rooted in a behavioral science framework that allows each client to have a highly curated plan to achieve lifestyle and professional leadership goals; she then coaches you within a support structure that helps you stay accountable and ultimately catalyze the transformations you are seeking. By teaching you how to design and scale a strong culture, she shows you how to align the key pillars of leadership, recruitment, and strategy to grow your business.

She is always well-prepared and proactive in her teachings to ensure that her clients maximize the value of the programs. When I talk about Therése with fellow founders, I often refer to her as a “founder therapist” – someone that can empathize and share the burden of your journey and help you navigate successfully. I've personally recommended her to many of my founder friends who have subsequently gone on to refer her to their friends – a testament to her continued impact.”

– Sridhar Iyengar, Founder & CEO at Elemental Machines

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Culture as a Silver Bullet

To change anything, we need to have the courage to acknowledge our current reality. Culture is a way to drive behavior as it is a way to align people with shared values to support each other to overcome challenges and achieve ambitious goals in an efficient and meaningful way. Your company's culture is the foundation of your company's behavior and it impacts everything from productivity, engagement and customer loyalty, to the speed of innovation, retention of talent, growth, and, of course, profitability.

Culturally-driven companies have 18 percent more revenue per employee than the average. However, only 15 percent of employees globally are engaged in their work. A defining characteristic for high achieving companies is a strong and empowering culture.

If we as leaders commit to designing and scaling people and purpose-centric cultures, high performers aligned with both our purpose and strengthened culture will be attracted to our companies and pursuits. They are best positioned to become our company's next leaders, showing up every day fully committed, focused, and excited to make a difference. However, if we choose to ignore the importance of cultural and behavioral design, this will have negative implications for our companies in the long run. As we now know, thriving cultures can be designed, but it takes the decision, courage, and endurance to fully invest and raise to the next level.



High Achievers thrive alongside fellow High Achievers, and they attract each other. They outperform the average worker by 10 percent in productivity, 20 percent in sales and 30 percent in profitability.

Cultural Design Programs

We have built proprietary frameworks proven to deliver transformative change in fast-growing companies. Below is a selection of our custom-designed projects focused on culture, leadership, and growth:

Codifying Culture is designed to create a strong cultural foundation to be used for effective leadership initiatives, recruitment, and accountability.

Recruiting on Cultural Fit is a scalable and methodical recruitment model focused on mindset, cultural and value alignment.

Scaling a High Achiever Culture is designed to keep the best people, your High Achievers, performing and thriving.

Strategic Direction and Growth is often delivered as an off-site, followed by an executive coaching program for your management team.

Bespoke Programs are fully customized initiatives that span extensive cultural transformations as well as targeted projects covering culture, leadership, commercialization, recruitment, training, and growth.

Actionable Training Programs

As part of our effort to help leaders and employees to unite around common goals and priorities and to bridge the distance caused by isolation and pressure, we are offering two complementary virtual training programs. These programs based on our in-person bespoke cultural and training programs designed for the C-suite and top talent and are designed to work in tandem.

LeadEx is a leadership program designed for leading distributed teams successfully. Its focus is on the continued development and growth of an engaged workforce while the world is turning.

RemoteEx is a performance program designed for remote teams to reduce stress, boost productivity, and increase wellbeing despite the challenges of uncertainty.

Founder/Executive Coaching At a Glance

Have you ever wished to have Yoda by your side, helping you choose between the million paths ahead? Have you ever wanted a co-founder to magically appear to help you make the hard decisions that keep you up all night? Have you ever wanted someone to do for you what you do for everyone else? Someone who sees your potential and has your back?

These are just some of the ways Therése has been described by her founder and C-level clients on the journey they have taken together, as she made sure they received the support they needed.

Therése has been empowering High Achieving individuals for over 18 years through her transformative change programs where everything is done with a purpose.

So the question is, whom do you wish was on your side, as you make your way through your own hero's journey? Each journey starts with a first step based on your dreams and goals.



Performance coaching can increase work performance by 70 percent

The Philosophy Behind the Founder/Executive Coaching Programs

Every program is uniquely tailored around your values, your goals, your dreams, and your priorities. Every session is different, and the entire experience is designed to address the most urgent and impactful crossroads, decisions, uncertainties, and goals you have. The longer the program, the more transformative it will be, and the more opportunities you will have to discover and address all aspects of your business and your life which contribute to your success, wellbeing and satisfaction.

In comparison to our sought-after Cultural Design Programs which are delivered by our team, the Founder/Executive Coaching programs are uniquely delivered by Therése herself. It's not surprising her clients refer to her in the following creative ways:

Founder Therapist
Yoda
Stand-in Co-founder
CEO Advisor
Performance Coach

Master Teacher
Accountability Partner
Dr. House for Founders
Transformative Change Coach
Founder Coach

"Therése is an extraordinary Founder/Executive Coach, and working with her continues to have a significant impact on my career and life."

– Jan Schnorr, Co-founder of C2Sense

What Clients Love About Our Delivery

Deep understanding of and experience with High Achievers' and founders' lifestyles and mindsets after working with 1,000+ over nearly two decades.

Strategic, operational, and tactical support for transforming company culture, leadership development, strategic direction and growth.

Actionable change with proven tools and frameworks aimed at achieving success, accelerating performance and increasing happiness.

Case Studies and Success Stories From Founder/Executive Coaching Programs

To give you a feel for what's possible, please find three case studies from clients below:

Saving a 9.7 million USD ARR Subsidiary from Collapsing

Client: Founder and CEO of a fast-growing SaaS company in Europe, with 145 million USD in annual revenue and a significant presence in 38 countries.

Challenge: One of their subsidiaries was about to crash with 9.7 million USD in annual revenue.

Result: Therése and the CEO analyzed the situation to uncover the root cause. Together they developed in-depth strategies and advanced techniques to launch a cultural transformation and make the necessary personnel changes. This solution followed the realignment of business operations, which strengthened the commitment of high achievers, ultimately saving the business.

Tripling The Equity Stake

Client: First-time Founder and CEO of a Series-B biotech company in the US.

Challenge: During the company's series-B funding round, the CEO was at risk of being diluted further and only left with 3 percent of his business.

Result: The first step was to identify key issues that included board and investor relations, corporate positioning, and competing priorities. Therése helped the CEO develop sophisticated negotiation strategies and tactics to strengthen him personally and professionally against a combated board. Together, their work resulted in a closed funding round with a 9.5 percent equity stake, and the CEO earned renewed confidence from the board and company.

10x'ing Their Average Deal Size

Client: Serial Founder and CEO of a Series-A health-tech company in the US.

Challenge: Scaling up yearly revenue and closing large commercial partnerships to secure market share.

Result: The underlying challenge was a disconnect between the goals, strategies, and priorities within the company, especially between the engineering and commercial teams. Steps taken included aligning the company around a united vision and strengthening their culture, followed by a targeted commercial strategy focused on clear dream personas and value propositions. These initiatives resulted in increasing the average deal size by more than ten times. Therése and the CEO's continued collaboration also led to commercial partnerships with three out of the four largest players in their industry, significantly positioning the shareholders for a profitable exit.

"Therése has the ability to create magic – constantly, it seems. With loads of creativity and determination, Therése has demonstrated a remarkable ability to create exceptional value. She is a phenomenal startup CEO, an incredible leader and she has an amazing passion for empowering individuals to reach their fullest potential. Therése is extremely talented across the board and with her determination, no industry is safe from disruption."

– Tony Friede, Investment Manager at VINNOVA



Meet the Founder and CEO

Therése Gedda is an award-winning entrepreneur and the Founder and CEO of Reimaginez. She brings 19 years of entrepreneurial experience from running multiple companies including tech startups to her executive coaching and cultural consulting practice. She has developed proprietary frameworks proven to deliver transformative change in both fast-growing companies and large corporations. Therése has actively engaged with over 1,000 founders, CEO's and executives. Her company, Reimaginez, re-imagines the workplace by supporting startups and scaleups in becoming more people and purpose-centric. She is also a sought-after Executive Coach for high achieving founders, investors, and the C-suite.

Therése has been an invited Keynote Speaker in over ten countries on topics such as Company Culture, the Future of Work, and the High Achiever Mindset where she has inspired more than 30,000 people. Therése has been featured at exclusive invitation-only events led by companies such as Apple and LVMH as well as international conferences such as Inbound in Boston alongside Michelle Obama, Adam Grant, and Brené Brown. Other notable conferences include Viva Tech in Paris, TEDx in Stockholm, and Web Summit in Dublin. Offstage, Therése has been featured in NBC News, Fortune, and VentureBeat, to name a few.

As a result of her dedication to entrepreneurship and company culture, Therése has been recognized by Nordic 100 for her cultural and Future of Work efforts, naming her one of the most influential and impactful people in the Nordics. The list is equivalent to the 'Forbes 30 under 30' and 'Forbes 40 under 40' in the United States. She's also been recognized by the SKAPA foundation via the Future Innovator Award given in memory of Alfred Nobel. This award is one of the most prestigious of its kind, and the recipients are considered to be "Swedish Champions of Innovation."



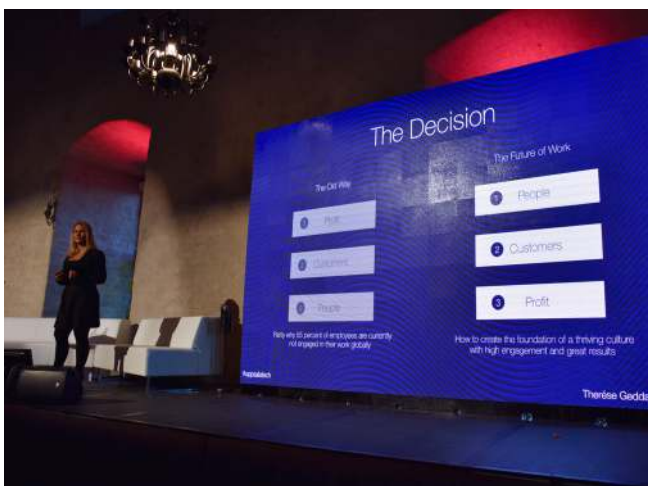
"She is also an advocate of entrepreneurship and has helped countless people on their path to building their business. I count her among the most inspirational and brilliant people I have the fortune to know."

– Jakob Persson, Co-founder & CTO at NodeOne

"Therése is a fantastic entrepreneurial speaker and CEO advisor who shakes the sky. With almost two decades of experience, she has an excellent understanding of how to design and scale a thriving company culture and how to achieve peak performance as a leader and high achiever. Therése is incredibly articulate, insightful, and inspiring."

– Amanda Evans, CEO at IMR

Bridging the gap between what science knows and what business does



Feel free to contact Therése directly to learn more about our Founder/Executive Coaching Programs, how we help design and scale thriving cultures, and how our training programs can empower your people.

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