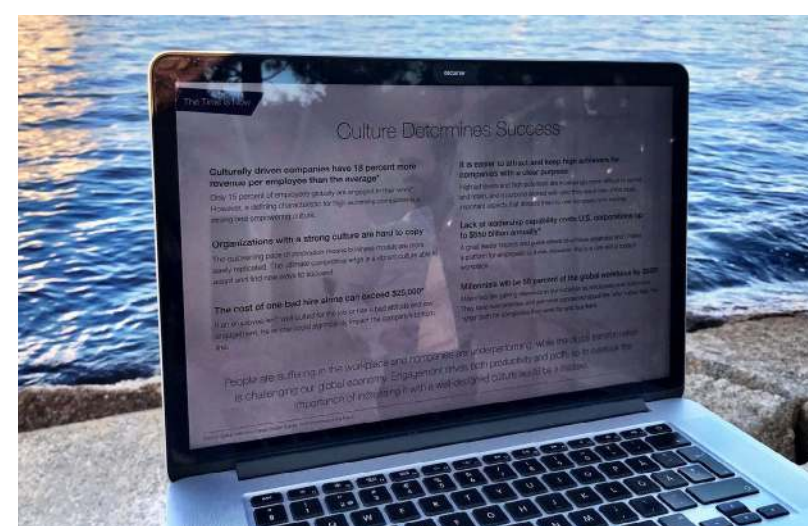


Empowering a New Era of Brilliant Business Cultures Making High Achievers the Leaders of Tomorrow's World



Culturally-driven Companies have 18% More Revenue per Employee than the Average

If you are not actively investing in your culture you are at risk for ending up with a mediocre culture or, even worse, a toxic one. By intentionally designing a thriving people and purpose-centric culture you can successfully scale your company and become a star in your field.

Culture Can Be Designed

Culture is a way to drive behavior. As the saying goes, "culture eats strategy for breakfast". It is a way to align people with shared values to support each other in overcoming challenges and achieving ambitious goals in an efficient and meaningful way. It impacts everything from productivity, engagement, and customer loyalty to talent retention, speed of innovation, growth, and, of course, profitability.

It's Time to Reimagine the Workplace

Reimaginez™ is an award-winning company that specializes in designing, redesigning, and scaling culture successfully. We help founders and top executives to keep, attract, and lead High Achievers as well as to live 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.

In this Overview, You will Find an Introduction to Designing and Scaling Thriving Company Cultures through

- Our Advanced Cultural Design Programs
- Our Actionable Training Programs
- Our Founder/Executive Coaching Programs

AS SEEN IN



FEATURED ENGAGEMENTS



Culture as a Silver Bullet

Courage

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.

ROI

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.

Commitment

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.

I have had the pleasure and privilege of working with Therese on building a people and purpose-centric culture and highly recommend her to anyone who is serious about elevating their performance and improving the quality of their life. She helped me see and understand myself, and has given me the tools for how to take my professional and personal life to another level.

**James Benedict, Co-Founder & Vice Chairman at
Bedowin360 Capital and Co-Founder & Co-CEO at Left
Tackle Capital**



Cultural Design Programs

High Achievers thrive alongside fellow High Achievers, and they attract each other.

We have built proprietary frameworks proven to deliver transformative change in fast-growing companies. Below is a selection of our custom-designed projects on culture, leadership, and growth that can span from two weeks to a year depending on goals and needs:

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.

Highlighted Awards



Recognized by the SKAPA foundation via the 'Future Innovator Award' given in memory of Alfred Nobel

THE NORDIC 100

Therése Gedda was named by the Nordic 100 as one of the most influential and impactful entrepreneurs from the Nordics



Second Place in the Swedish Final for TEDx Made in Europe

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.

High Achievers Outperform the Average Worker by 10% in Productivity, 20% in Sales and 30% in Profitability

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 19 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.

*Executive Coaching can Increase
Work Performance by 70%*

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 20 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

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:

Yoda
Stand-in Co-founder
Founder Therapist

CEO Advisor
Master Teacher
Performance 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 select case studies from clients below:

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.

Designing His Best Life After a Successful Company Exit

Client: Founder and former CEO of a successful series-B Life Science company.

Challenge: Reconnecting with self-sovereignty after complete immersion in his company for over a decade.

Results: After over a decade of complete focus on launching and scaling his company, he realized that he hadn't made time for himself or self-discovery. After successfully exiting his company, he faced the challenges and complexity of the open road ahead with too many options and requests. Instead of jumping right back into the startup world, Therése and the Founder worked on his deep self-discovery and personal alignment as well as the pursuit of his legacy. This journey led him to a place where he is in the best shape of his life, has a deep sense of self, and acts with intention and meaning in every part of his life.

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, Series A-backed Boston Startup



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: Thérèse 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. Thérèse 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.

Turning a Brilliant Scientist with a Successful Corporate Career into a Thriving Startup CEO

Client: Founder and CEO of a successful startup within MedTech in Boston.

Challenge: Mastering the startup CEO rollercoaster of a million things to do while keeping himself and his teams delivering strong results.

Results: This Founder's underlying challenges were balancing briefings from lab studies, pitching investors, getting ready for FDA approval, and later commercialization all at the same time. Together with Thérèse, they worked on designing and scaling a thriving culture while building out the team with complementary competencies and a strong cultural alignment, training the Founder in pitching and negotiating effectively, and helping him grow into the leader he always wanted to be.

Thérèse 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

Meet the Founder and CEO

Thérèse Gedda is one of those rare few who can create magic in any room she steps into. Immediately engaging, accessible, and sincere she captivates the attention of her audience and doesn't let go until they have all experienced the catharsis that comes from experiencing an "aha!" moment that moves you to your core.

With a focus on the Future of Work and workplace culture, she imbues her TED-level talking style and content with nearly twenty years of hard-won lessons and experience that only someone who has mastered their craft can effectively share onwards for the benefit of others. And she does!

Thérèse is highly driven, exceptionally smart, and talented at navigating the nuances of people and culture; which are just as important to any growing organization as is the tech stack they build on. If your company or organization is lucky enough to be able to work with her, or has the opportunity for her come to speak at your event, don't miss out! Your people, and your company's financial and cultural growth will thank you!

James York, Director of US Business & Innovation of Enterprise Estonia

Thérèse 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. Thérèse has actively engaged with over **1,000 founders, CEO's and executives**. Her company, Reimaginez, reimagines 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.

As a result of her dedication to entrepreneurship and company culture, Thérèse 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."

Thérèse 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**. Thérèse 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, Thérèse has been featured in **NBC News**, **Fortune**, and **VentureBeat**, to name a few.

GET STARTED

*Reimagine the workplace by bridging the gap between
what science knows and what business does*

Reimaginez.com

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.

Therése Gedda, Founder and CEO
therese@reimaginez.com

101 Avenue of the Americas, 8th floor, New York, NY 10013

© Reimaginez 2021

