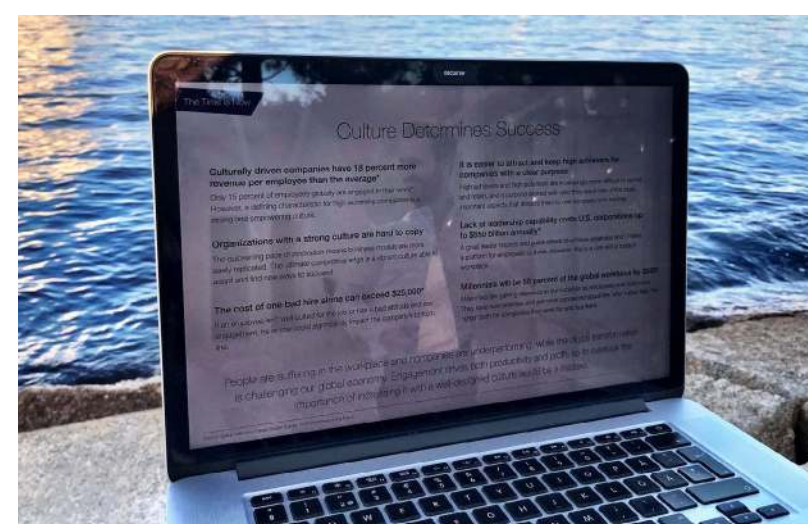


Empowering a New Era of Brilliant Business Cultures Making High Achievers the Leaders of Tomorrow's World



Culturally-Driven Companies Have 18% More Revenue per Employee Than the Average

Imagine your company filled with thriving High Achievers, all striving towards greatness, lifting each other towards new heights and scaling a culture of high performance and excellence.

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.

AS SEEN IN



FEATURED ENGAGEMENTS



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 keep, attract, and lead High Achievers, and live as High Achievers themselves. We amplify our clients and partners' impact through Cultural Design and Cultural Transformation Programs, Cultural Integrations for M&As, Keynote Speaking, and One-on-One Founder and Executive Coaching.

In this Overview, You Will Find an Introduction to Designing and Scaling Thriving Company Cultures Through

- Our Advanced Cultural Design and Cultural Transformation Programs
- Our Cultural Integrations for M&As
- Our Keynotes and Talks
- Our Founder and Executive Coaching Programs

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**



REIMAGINEZ

Cultural Design and Cultural Transformation 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.

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

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

Cultural Transformation Programs are fully customized initiatives 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

Cultural Integrations for M&As

When two companies merge, attention is often centered towards the financial, legal and IP aspects. However, aligning leadership and culture is essential for a successful future. We have proprietary methods and processes facilitating the integration of different company cultures in parallel with building trust, focus, and a shared vision for all teams to achieve short and long-term success and growth.

Keynote Speaking and Talks

Our most requested and popular talks include:

- Designing and Scaling High-Performing Company Cultures Where People Thrive — The Human Side of the Future of Work
- Culture as a Silver Bullet — Discover How Founders Can Design and Lead Their Companies Through Rapid Growth and Beyond
- Attract and Keep High Achievers — How to Recruit on culture Using NextGen Methods
- Leading High Achievers — How to Inspire Your Best People to Thrive

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

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:

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.

1000+

Founders & C-Level
Clients Served

250+

Keynotes and
Talks Delivered

30K+

Company Cultures
Impacted

Merging Two Rival Companies Into One Thriving Company and Culture

CLIENT

High-growth, VC-backed life sciences company headquartered in the US.

CHALLENGE

A (smaller) company, our client, acquired a (larger) competitor making it crucial to align and integrate two competing companies on culture, leadership, and strategy. Not only did these competitors differ in dynamics and cultures, but also languages, foundations, challenges, and opportunities. Some might have called the environment of the acquired company mediocre or challenged.

RESULT

To successfully orchestrate a cultural integration, it was crucial to get the key players to agree on a joint vision that would provide a common ground to perform, collaborate, and thrive as a single unit. Reimaginez worked with the c-suite and key stakeholders of each of the companies to establish a deep level of trust and support. Uncovering unifying threads around values, goals, and leadership and developing and implementing the cultural integration plan ensured a smooth integration, setting them up for future success and exponential growth.

3.2x ARR

Positioning the Company as the Dominant Player in Their Niche

CLIENT

High-growth, VC-backed life sciences company headquartered in the US.

CHALLENGE

Engage a mixed culture of High Performers and Cruisers to develop and scale a High Achieving Culture during an unprecedented period of growth, fundraising, growing pains, and new business.

RESULT

To implement a cultural transformation, we focused on a mix of strategic, tactical, and operational programs and initiatives. Reimaginez implemented several cultural initiatives and training and development programs, which enabled the team to experience a 50% increase in growth with High Performers.

To level up the team, we implemented several Futuristic Leadership Programs for management and next-generation leaders to strengthen and level up the teams. Alongside the client, we also advanced the culture and leadership from a mixed performance to a High Achieving Culture.

We helped the company to develop a proven recruitment methodology to attract more culturally aligned High Performers; the client adopted and implemented the proprietary processes, models, and frameworks that included The People and Purpose Centric Recruit on Culture Framework™.

We helped the company shift to a fully-remote model, align resources and people, and scale the company. Additionally, we leveraged product-market fit to increase market share that led to **becoming the dominant player in their niche by creating a 3.2x growth** in Annual Recurring Revenue in one year.

“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

45% Revenue Increase During the Pandemic for an 18-year-old company

CLIENT

Founder and CEO of an 18-year-old high-growth SaaS company in Europe with over nearly 200 million USD in annual revenue and a significant presence in 38 countries.

CHALLENGE

Strengthen and align the CEOs, management team, and the board, remove roadblocks of internal conflicts to scale and set the company up for success with a strategic and cultural plan.

RESULT

With an already thriving culture, company leadership needed help navigating challenges that included removing toxic individuals and refinancing the company. Therese worked directly with the CEO to elevate his leadership and public image, partner with stakeholders, and thrive under extreme pressure. There was also success in strengthening the management team, leveling up performance throughout the company, and improving cultural initiatives.

Therese also provided long- and short-term strategic, operational, and tactical support to scale and set the direction of the company with the 2028 vision in mind. These pillars helped the client align the board and leadership on collaboration, strengthen the culture of kindness and performance, and execute initiatives to substantially outperform growth targets.

The outcome of addressing these challenges swiftly resulted in a 45% growth in revenue which is the best year-over-year (YOY) in the company's history.

High Achievers attract High Achievers

They outperform average workers by
14% in productivity, 18% in sales, and
23% in profitability

AS SEEN IN

FORTUNE Nasdaq NBC TNW VentureBeat

FEATURED ENGAGEMENTS

Apple EMM ELEMENTAL TEDx markit LVMH web summit LEFT TACKLE CAPITAL

REIMAGINEZ

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.

“Therése 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

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. Therese 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.

RESULT

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.

“Therése combines the experience from working with many other founders and being a founder herself with an incredible ability to connect and identify the underlying aspects to work on and to draw strength and energy from. With her help, I got more clarity on aspects and areas that I'd like to be important in my life, on my strengths, and my values. Additionally, she taught me techniques, and we adjusted them to my individual needs to take the next steps with more energy, clarity, and ultimately more success.

Therése is exceptional at custom-tailoring her frameworks and individual advice to create an immediate as well as long-lasting impact. I couldn't be happier about working with her and have recommended her to many founders and other High Potential and High Achiever friends and colleagues.

Jan Schnorr, Co-founder of C2Sense

MORE SUCCESS STORIES INCLUDE

Realigning and Launching a Successful Impact Fund

From CTO to CEO – Succeeding as the Leader of a Fast-Growing Startup

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

Codifying a Startup's Culture to Keep and Attract the Best Talent During Extreme Growth

Meet the Founder and CEO

“Therése 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!

Therése 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

Therése Gedda is an **award-winning entrepreneur** and the Founder and CEO of Reimaginez. She brings **20 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, 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, 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.”

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**, **Nasdaq**, 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

244 Madison Avenue #1255, New York, NY 10016

