

# Empowering a New Era of Brilliant Business Cultures

## Making High Achievers the Leaders of Tomorrow's World



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

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

### High Performance Culture Can Be Designed

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

### Reimagining Workplace Culture

Reimaginez is an award-winning company specializing in successfully designing, redesigning, and scaling company culture. We help founders, leaders, and top executives keep, attract, and lead High Achievers while living as High Achievers themselves.

Areas we cover include One-on-One Founder and Executive Coaching, Cultural Design and Cultural Transformation Programs, Cultural Integrations for M&As, and Keynote Speaking.

Over the last 20 years, the Reimaginez team has served 1,000+ Founders and C-suite clients, delivered 2,500+ keynotes and talks, and impacted 30,000+ cultures.



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## 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. 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.

## ROI

Culturally-driven companies have 18 percent more revenue per employee than the average. However, only 20 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.

*Good leaders inspire action, but great leaders inspire change! Therése has the ability to identify the smallest things that make you thrive and grow as a person both professionally and personally. She moves seamlessly between empirical evidence to business know-how. She has the global network to connect the individuals and ideas that create real impact and change the world for the better. Regardless, if you are looking for a keynote speaker to wow your audience or an experienced advisor to guide your board, Therése is a true asset.*

**Jonathan Danemo**  
Analyst at Vinnova

# High Performing Culture By Design

From Aligning to Merging High Performance Thriving Company Cultures

## Align Culture: Cultural Alignment is Your Secret Advantage

Tap into each team member's brilliance, build forward momentum through a sense of achievement as a team, achieve peak performance, and design your environment in alignment with empowering values and goals to help your team thrive.

## Design Culture: Culture By Design

Align your people around your vision, effectively champion your best people, remove toxicity, and amplify your impact by designing and building a high performing culture.

## Engage High Achievers: The High Achieving Culture

Develop and lead your High Achievers, boost their performance, champion your future talents, and allow them to thrive through the leadership philosophies of tomorrow.

## Grow with High Achievers: Growing and Magnifying Your Dream Teams

Creating a Thriving Future with Culture-Based Recruitment.

Attract, recruit, and onboard High Achievers, boost their performance, keep toxicity away from your company, and help your people thrive via the leadership philosophies of tomorrow.

## Scale Culture: Culture as Your Silver Bullet – Your Chapter of Hyper-Growth

From Cultural Legacy to Market Transformation and Beyond.

Align people around your vision, effectively champion your High Achievers, remove toxicity, and amplify impact by designing and scaling a high performing culture.

## Merge Culture (M&As): Amplifying Performance and Value Through Culturally Aligned Mergers

Aligning everyone around your vision before, during, and after the merger allows you to champion all of your current and incoming High Achievers more effectively, remove toxicity before it becomes entrenched, and design the acceleration of a post-merger impact through an empowered, energized, and high performing culture.

# 1,000+

Founders & C-Level  
Client Served

# 2500+

Keynotes and Talks  
Delivered

# 30,000+

Company Cultures  
Impacted

# Highlighted Endorsements for Cultural Transformation

*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 Therese to be my personal founder/executive coach. After a few sessions, I realized that the broader leadership team at my company would also greatly benefit from Therese and her team, so we engaged them to deliver their Cultural and Leadership Program.*

*They have worked extensively with many startups (especially at different stages of growth) which has given them the empathy to be attentive and responsive to fast-paced environments. They bring a unique combination of coaching management teams on both leadership development and business strategy, scale-up challenges, and establishing the right company values to enable a clear strategic direction. I was particularly impressed when they were able to bridge between people of different professional and personality backgrounds and get everyone “speaking the same language.”*

*By bringing their unique perspective on how to design and scale cultures to enable companies to grow sustainably, this program has had a lasting impact on our productivity and performance and has greatly improved collaboration and communication across the company. Over the years they have developed proprietary techniques and frameworks to model company culture, workplace engagement, leadership development, and recruitment (to name a few) to enable these skills to become teachable and actionable.*

*Therese and her team will empower your leadership team to identify and nurture high potential employees and develop them into high achievers, inspire creativity amongst the teams to achieve extraordinary goals, and create scalable support systems based on behavioral science. They have been a great asset to our company, and I’ve recommended them to several other executives who have also gone on to have very positive continued engagements with them.*

**Sridhar Iyengar**

Founder and CEO at Elemental Machines

*During my tenure as the Chief Technology Officer (CTO) of a fast-growing, high-tech, Cambridge-based company, I have participated in numerous cultural and leadership programs designed by Therese and her Reimaginez team. The programs are, without a doubt, one of the most valuable things offered by my employer. These programs not only enabled me to grow as a leader and sharpen my leadership skills but are critical for transforming members of a newly formed leadership team, from co-workers into team players.*

*Her work has been instrumental in overcoming two major crises and has enabled the management team to be united, thus avoiding potentially catastrophic effects for the business. Therése has a very impressive track record, and I believe she is a black belt in her field.*

**Salvatore Savo**

Co-founder of TetraScience and CTO  
of Elemental Machines

High Achievers  
Outperform  
the Average  
Worker by

**10%**  
in Productivity

**20%**  
in Sales

**30%**  
in Profitability

# Looking for a Yoda / Master Teacher / Founder Therapist in your corner?

High Performance Executive Coaching Programs for Impact-Driven and High Achieving Founders and CEOs

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 20 years through her transformative change programs where everything is done with a purpose.

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

**Introducing The High Achieving CEO – The Thriving CEO™ Program**

**Executive Coaching can Increase  
Work Performance by 70%**

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

*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

# Introducing The High Achieving CEO – The Thriving CEO™ Program

## Executive Coaching Programs Designed for Achievement

The The High Achieving CEO – The Thriving CEO™ program is holistic, experiential, and practical. It is designed to maximize your immediate impact and value over time by creating and scaling the structures and conditions necessary to thrive sustainably as positively disruptive founders, leaders, and CEOs.

## Designing and Scaling High Performance Culture

Learn how to align your people around your vision, effectively champion your best people, remove toxicity, and amplify your impact by designing and scaling a high-performing culture.

## CEOship of High Growth Company

Learn how to excel in the role of the CEO, navigate the wilderness, and build a strong ecosystem.

## High Impact Leadership and Team Building

Learn how to elevate your company by understanding how to effectively recruit, develop and lead High Achievers, boost their performance, and help them thrive through the leadership philosophies of tomorrow.

## High Achieving Mindset, Performance and Lifestyle Design

Learn how to tap into your brilliance, build forward momentum through a sense of achievement, peak performance, and design an environment in alignment with your values and goals to help you thrive while achieving the seemingly impossible. Explore the power of value-based lifestyle design and experience greater fulfillment, direction, and achievement.



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

## Highlighted Awards



Second Place in the Swedish Final for TEDx Made in Europe

THE NORDIC 100

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

# 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 greater commitment, 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 fulfillment.

Founders, CEOs and Investors often referred to Therese as:

Yoda

Stand-in Co-founder

Founder Therapist

CEO Advisor

Master Teacher

Performance Coach

## 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 20+ years.**

Strategic, operational, and tactical support for **transforming company cultures**, developing high achieving **leadership** abilities, aligning **strategic** direction, and delivering transformative **growth.**

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

# Highlighted Endorsements for High Performance Programs

*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

*...this is why I am so thankful that Therése and Reimaginez have built novel frameworks filled with space for empathy and understanding that allow her to be an uncommonly effective founder and culture therapist. Her keen eye for maximizing strengths and minimizing growing pains for founders and companies is, from my experience, unique in its approach and effect, and I would recommend to anyone running a company that understanding Therése's perspective will be of inestimable value.*

**Alex Nichols**

Co-Founder at florrent

*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

## Highlighted Case Studies and Success Stories

### 3x Annual Recurring Revenue (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.

**Results:** 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 3x growth in Annual Recurring Revenue in one year.

*Meetings with Therese are a bright spot on my calendar. Her unique perception and listening skills allow her to gather context and details about our needs and challenges and deliver guidance, feedback, and action plans that are relevant and truly helpful. As an early-stage company, we're lucky to be building with Therese at our side; she's a sounding board and has a depth and breadth of experience that help fuel our confidence.*

*Her ability to see challenges that might exist under the surface, or even in the subconscious, is unparalleled and so valuable. Therese encourages us to face obstacles head-on before they hinder our success.*

**Meredith Danberg-Ficarelli**  
Co-founder and CEO of WATS

Future  
of Work



## 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.

**Results:** 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.

## 10x Deal Sizes

**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.

**Results:** 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 clearer dream personas and value propositions. These initiatives resulted in increasing the average deal size by more than ten times.

## 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.

**Results:** 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.



## 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.

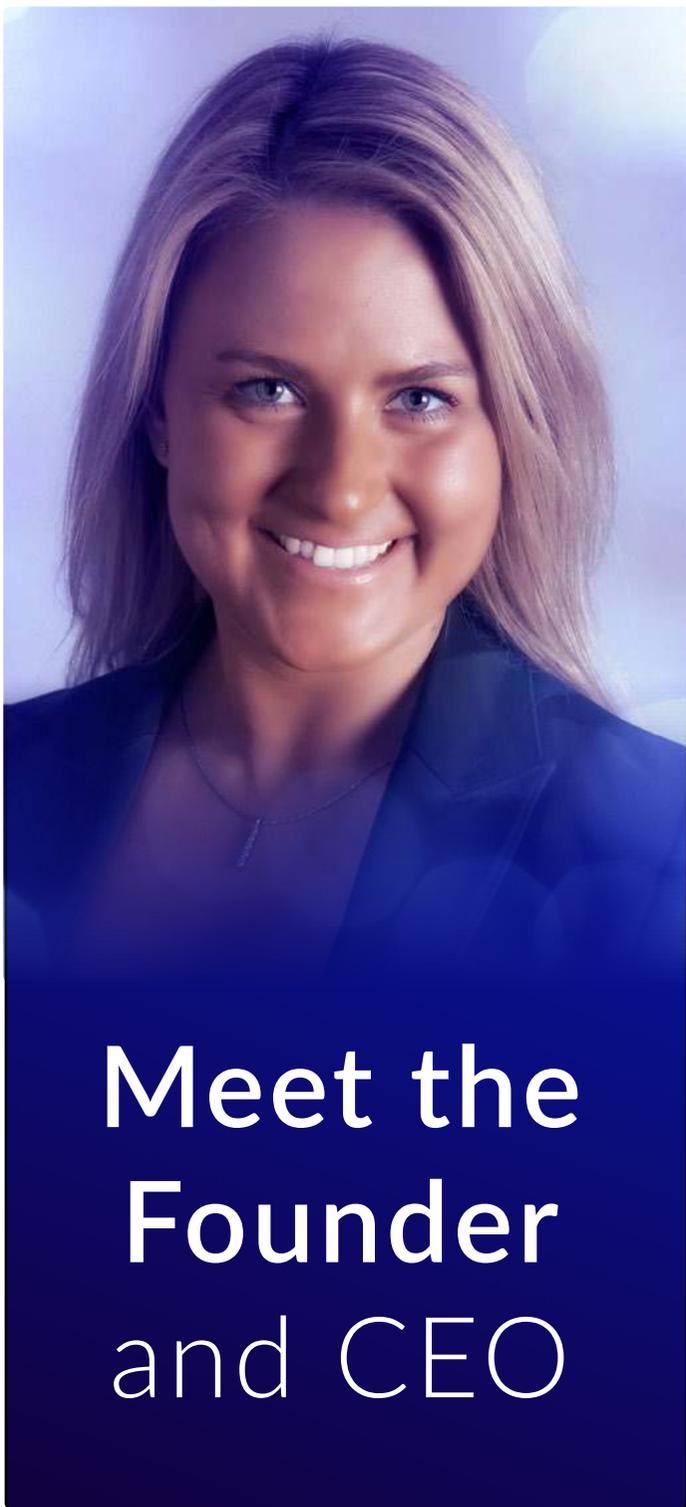
**Challenge:** Mastering the startup CEO rollercoaster of a million things to do while keeping himself and his teams delivering strong results.

**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 Therèse, 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.

*... ensuring successful cultural integrations. One year after the merger, my team and I are extremely happy with the transition and can confirm we are in a much better environment than before. This would not have been possible without Therèse's guidance. Reimaginez's mission and work has a strong, undeniable, and beneficial impact on American businesses. The work enables one of the cores of the American economy, startups, to grow, prosper and add value to humanity.*

**Salvatore Savo**

Co-founder of TetraScience  
and CTO of Elemental Machines



# Meet the Founder and CEO

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 **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.

Therése has 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 tens of tens of thousands of 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.

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

**Ready to Design and Scale a High Performing Culture Where Your High Achievers Thrive?**

REIMAGINEZ

**Connect with us**  
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