

Award-winning Entrepreneur  
**Speaker and Facilitator**

**20+**

Years

**10+**

Countries

**30k+**

Impacted Cultures

# Therese Gedda

The Workshop Edition

REIMAGINEZ

Selected Speaking Engagements

As Seen In



LVMH

Startup  
GRIND

web  
summit

TEDx

NYU



FORTUNE

Nasdaq

VentureBeat

CBS

TNW



# Proven Impact Over 20 Years

TEDx



web summit

Startup GRIND

LVMH



NYU

Citizens

WEALINS<sup>®</sup>  
WEALTH INSURER  
FOYER GROUP



ELEMENTAL MACHINES

ea european american  
cc chamber of commerce  
new york

DAVOS  
DECOMPRESSION

UMASS LOWELL  
GLOBAL ENTREPRENEURSHIP  
EXCHANGE (GE2)

ARCTIC15



4YFN | Connecting  
Startups

HR Vision

AMCHAM  
AMERICAN CHAMBER OF COMMERCE IN SWEDEN

Open Innovation Summit  
London 2017

STARTUP  
SESAME

MOBILE  
SUNDAY

Volcano  
Innovation  
Summit  
2023

Stockholm Chamber of Commerce

VIVA  
TECHNOLOGY  
STARTUP CONNECT / PARIS 2016

innernet

MANHATTAN  
CHAMBER OF  
COMMERCE

PERCEPTIVE  
AUTOMATA



STOCKHOLM SCHOOL  
OF ENTREPRENEURSHIP

TNW

KINNERNET  
VENICE

VISTAGE

INTERNET DISCOVERY DAY

UPPSTART

Virtual  
Advisory Board

EdTech Sweden

INBOUND

GREAT SPACE

M2D2



BERGHS  
SCHOOL OF  
COMMUNICATION

venture  
cup



SSE BUSINESS LAB

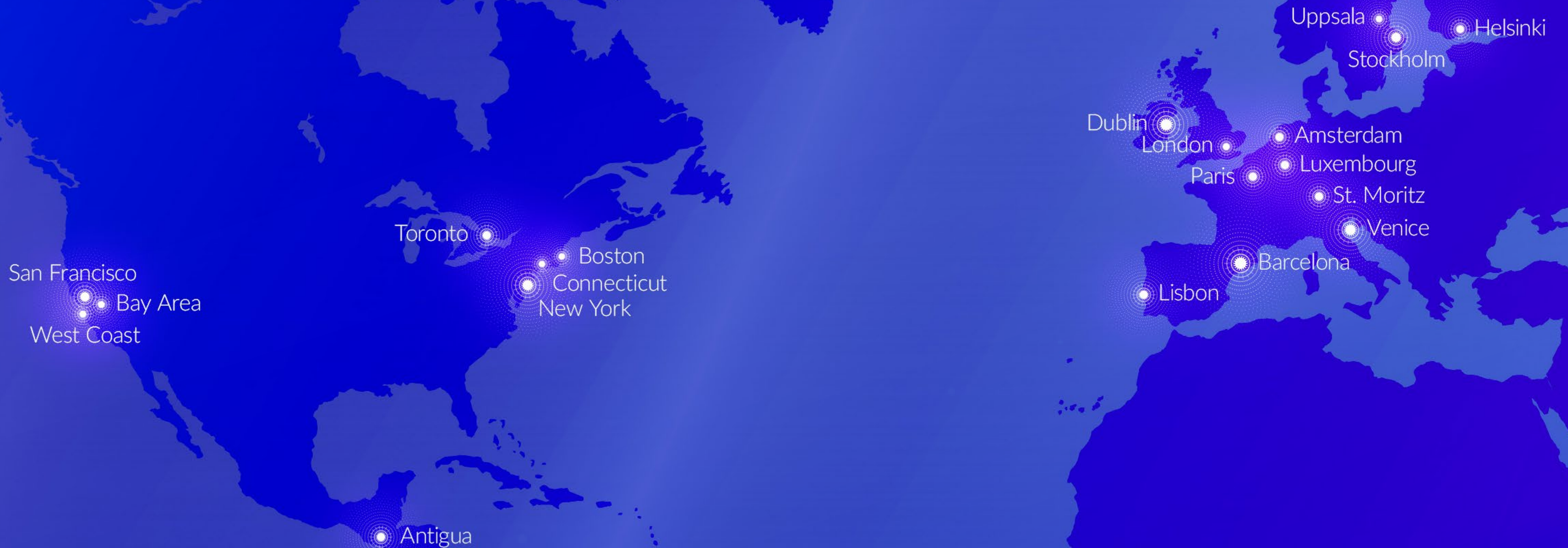


SKAPA  
Innovationspris till minne  
av upplinnaren Alfred Nobel



# Recognized Around the World

Therese has inspired, motivated and empowered people all over the world



USA



Canada



UK



France



Italy



Portugal



Ireland



Sweden



Switzerland



Spain



Netherlands



Finland



Luxembourg



Guatemala



# Watch Therese's Showreel



Watch on Youtube



# Highlighted Awards and Acknowledgements



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

The SKAPA Foundation was established in 1985 in memory of Alfred Nobel. It is Sweden's largest and most prestigious innovation prize. The foundation is moderated by the Swedish Inventors Association and the Stockholm International Fair in cooperation with VINNOVA, Almi, the Swedish Foundation Agne Johansson's Memorial Fund, and PRV.

## THE NORDIC 100

**Named by the Nordic 100 as one of the most influential and impactful entrepreneurs from the Nordics**

The Nordic 100 is an annual list recognizing the 100 most impactful and influential figures in the Nordic tech scene each year. Individuals at the forefront of shaping and positioning the region as one of the world's most important innovation hubs. The Nordic 100 recognizes investors, entrepreneurs and community builders that are playing important roles in the region and are influencing what tomorrow looks like in the Nordics, and indeed the world.



# Explore Therese's Most Requested and Popular Workshops

These workshops can be delivered in person, virtually, or as a keynote speech

## HIGH PERFORMANCE CULTURE AND INNOVATION

### The Exceptional Impact of a High Performance Brilliant Culture

SIGNATURE WORKSHOP

### Innovation Reimagined

Master the Art of the  
Customer-Centric Approach

## FOUNDERS AND ENTREPRENEURSHIP

### Cofounder Confidential

Reimagining the Cofounder  
Partnership to Achieve Greatness

### Embarking on the Unconventional Path

The Trailblazer's Path to Brilliance

## HIGH PERFORMANCE LEADERSHIP AND HIGH ACHIEVERS

### The Exceptional Impact of High Achievers

Designing and Scaling High Performing  
Company Cultures as a Founder and Leader

### Mastering the CEO-Centric Approach

A High Achievers Guide to Stand Out

## HIGH PERFORMANCE AND MINDSET

### Performance Reimagined

Unlocking Greatness and Peak Performance

### From Mystery to Mastery

Achieve High Performance and Impact Reimagined

## INVESTING AND DUE DILIGENCE

### The Investor-Centric Approach

Uncovering Companies Built on a High  
Performance Thriving Foundation and Culture





“ 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

**1,000+**  
Founders & C-Level  
Clients Served

**2,500+**  
Keynotes and  
Talks Delivered

**30,000+**  
Company Cultures  
Impacted





# We believe in Empowering Purpose-Driven Founders and Leaders to Building High Performance Thriving Companies

## Highly Customized Delivery for Outstanding Impact

All workshops are customized and centered on the client's vision, goals, and context to ensure a lasting impact.

## Science meets Vision

Therese's workshops are founded on a unique combination of scientific research, working hands-on with companies globally, and a visionary mindset. She is a world-renowned thought leader on the Future of Work and Company Culture. Therese and her team support companies in North America and Europe by reimagining their workplaces through proprietary futuristic models and frameworks. Her insights go beyond industries, roles, and career stages.

## A Multi-Talented Leader

Therese has the unique ability to deliver workshops for up to 8 hours at a time. Having worked with transformative change for 20+ years, another talent of hers is one-on-one executive coaching sessions.

## From 5 to 5,000 people

Leading with a giving mindset, Therese is able to build strong connections with audiences of all sizes. Regardless if it's five executives in the boardroom, 100 thought-leaders at an invitation-only event or 5,000 professionals at a large conference or a virtual event, Therese is able to engage and inspire all.

## Putting the Audience at the Center

Therese is focused on maximizing the impact of well-designed cultures and the well-being and performance of high achievers. Therese prioritizes being available for speaker dinners, meeting and interacting with audience members personally, and recording a short video before the event to promote it internally and/or externally.

## Leading with Charisma and Warmth

Therese has founded her companies around the purpose of empowering individuals to reach their full potential. She brings the same determination to every audience she meets while sharing science-based findings, compelling stories, and breakthrough insights from her vast experience.



“Therese 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 **over 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!

Therese 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 to 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





# The Exceptional Impact of a High Performance Brilliant Culture

## ■ HIGH PERFORMANCE CULTURE AND INNOVATION

THE WORKSHOP EDITION

As the saying goes, “culture eats strategy for breakfast.” It is a way to drive behavior as it impacts everything from productivity, engagement, and customer loyalty to talent retention, speed of innovation, growth, and, of course, profitability.

However, as your company grows and evolves, it is easy to overlook its outsized impact on attracting and keeping High Achievers, how leadership is practiced for the longevity of high performance, and how fluent collaboration is achieved with interdisciplinary teams.

A thriving, high performance culture is a living and breathing organism. When it is invested in, it grows and flourishes.

When it’s overlooked, your culture can quickly become a space of deep rooted mediocrity or even worse, toxicity. The key is to be intentional about how to prioritize and invest in it as a management team.

Combining 20 years of experience as an award-winning Founder and CEO of Reimaginez and Cultural Expert, Therese Gedda has impacted 30,000+ cultures and worked with 1,000+ Founders, CEOs, and Investors, who often refer to her as “Master Teacher,” “Founder Therapist,” and “Yoda.” Recognized by CBS, NBC and Fortune, Therese has developed actionable and scalable frameworks and methods to successfully build and scale high performance thriving cultures,

including the High Achieving Culture Model™ and the Futuristic Leadership Framework™. Her impact supports companies to thrive by empowering their Founders, Leaders, and their High Achievers.

In this actionable workshop, tailored specifically for the C-suite, we uncover the ripple effects of your current culture while looking at aspects that have an outsized impact on achievement, growth, and strategic direction. We will cover proprietary frameworks, including The Achieve Method™ and The Infinity Scale™. We also dive into the potential of and the liabilities within in the company, exploring how to better champion your leadership, communication, and performance approaches based on your desired culture for long-term growth and profitability.



# Innovation Reimagined

## Master the Art of the Customer-Centric Approach

### ■ HIGH PERFORMANCE CULTURE AND INNOVATION THE WORKSHOP EDITION

Creating a strong culture of innovation not only amplifies your company's mission but also maintains your competitive edge. However, many need help to cultivate this culture effectively. That's why Reimaginez has developed the Innovation Reimagined Workshop — a transformative experience designed to elevate your company's solution-oriented mindset by reimagining the customer-centric approach, high impact leadership, and thriving company cultures.

Why is innovation so vital? At its core, an innovation culture is the lifeblood of any thriving customer-centric company. It fuels growth, drives customer engagement, and cultivates a holistic, amplified impact. Achieving and sustaining high levels of innovation requires more than just creative ideas; it demands a strategic and comprehensive approach. This workshop dives deep into the essence of creativity and collaboration, ensuring that innovation becomes a core component of your company's DNA.

Combining 20 years of experience as a CEO Advisor, the award-winning Founder and CEO of Reimaginez, Therese Gedda has developed actionable and scalable frameworks and methods to successfully build and scale people and purpose-centric cultures. Supporting companies to thrive by empowering their High Achievers, some of her frameworks include the CEO-Centric Framework™ and the Futuristic Leadership Framework™. Recognized by CBS, NBC and Fortune, Therese has impacted over 30,000 cultures and worked with 1,000+ founders, CEOs, and investors, who often refer to her as “Master Teacher,” “Founder Therapist,” and “Yoda.”

In this actionable workshop, led by Therese, we focus on unlocking your team's creative potential. Using design thinking, we empower leaders

and team members to create a culture where innovative ideas flourish. We present you with the tools needed for overcoming common creativity hurdles to ensure everyone is passionate and engaged. We also help you start developing your Dream Persona, representing your company's ideal customer.

This transforms your approach to product development, aligning your mission with your customer base for success. Through these processes, we foster effective collaboration and alignment within your interdisciplinary teams, highlighting the practical steps needed for developing actionable and impactful solutions. Through this experience, we guide you to enhance your innovation by co-creating with stakeholders and refining the customer journey for long-term loyalty.

Join us in transforming your company's approach to innovation to drive long-term growth and profitability with products and services that your customers love.



# Cofounder Confidential

## Reimagining the Cofounder Partnership to Achieve Greatness

### FOUNDERS AND ENTREPRENEURSHIP THE WORKSHOP EDITION

Research has shown that 84% of startups choose the cofounder route and thus, often unknowingly, embark on one of the most important relationships of their lives. The cofounder alliance is the foundation of a startup's success. Creating a partnership where alignment is the cornerstone is essential to ensuring the success of your vision and company. While building a strong bedrock for your company will minimize friction and mitigate internal hits, the fabric of the cofounder relationship also defines the culture at large and the success of the whole operation itself. How can you build an alliance that will stand the test of time and make the rollercoaster ride in the mountains feel like a walk in the park?

Investing in the cofounder relationship and committing to a shared vision, culture, and strategy is vital to build and scale a thriving high performance company over time. Understanding your partner's talents, areas for growth, priorities, and dreams alongside your shared vision and goals for the company at large, to name a few, is only possible with a deep dive and investments in the cofounder relationship. However, some of these topics can feel foreign to explore, especially without guidance. It is common that so much is left unsaid and never discussed, which can create misalignments or issues as the company develops and grows.

The cofounder relationship is the cornerstone of your unique company culture, as well as your life as a result.

In this actionable workshop, we embark on a journey of exploration, diving into the six core aspects of a thriving and long-lasting partnership:

1. Hopes, Dreams, Fears, 2. Achieving Greatness, 3. Going Personal, 4. Our Cultural Foundation, 5. How To Work With Me, 6. Our Cofounder Relationship. The Cofounder Confidential workshop also focuses on exploring different dimensions of how this relationship works, as well as identifying what makes it thrive. We will be exploring different levels of depth to deepen and strengthen the connection, which we call walking the shoreline, diving into the waves, and exploring the depths of the ocean. How do you make collaboration effortless? How do you thrive individually and together as the company grows and evolves?

Meet Therese Gedda. She is an award-winning entrepreneur and a champion of building thriving people and purpose-centric cultures. Her vision is to transform companies' cultures from toxic or mediocre to thriving, high performance ones. Her entrepreneurial journey started when she founded her first company at the age of 17. For over 20 years, she has impacted more than 30,000+ company cultures worldwide and has been recognized by CBS, NBC News, Fortune, and VentureBeat. Therese has worked directly with over 1,000 founders, CEOs, and C-level professionals as a Founder/CEO Advisor, and she is often referred to as "Yoda," "Master Teacher," and "Founder Therapist".

Whether you are about to embark or have been on the path for multiple decades, remember that it is never too late to invest in your cofounder relationship. Join us for an engaging and insightful workshop, where we dive into the cofounder relationship by exploring every aspect thereof and ensuring an aligned vision and strategy. Together, let's embark on a journey to cultivate brilliance and maximize your business and partnership success.



# Embarking on the Unconventional Path

## The Trailblazer's Path to Brilliance

### FOUNDERS AND ENTREPRENEURSHIP

THE WORKSHOP EDITION

Entrepreneurship is limitless. There isn't just one way to thrive and live a life of significance. The unconventional path is filled with trials and tribulations that align with your definition of brilliance and success.

Imagine a life where you experience a deep sense of achievement every day, even amidst chaos. Envision living a life designed by your own purpose and values rather than following traditional pre-decided paths that may not align with who you truly are.

For over two decades, Therese Gedda has led an unconventional path. Since she was 17, she has dedicated her life to designing and scaling thriving company cultures. Therese has worked directly with over 1,000 founders, CEOs, and executives, earning titles such as "Yoda," "Master Teacher," and "Founder Therapist."

As an award-winning entrepreneur and the founder and CEO of Reimaginez, Therese has inspired tens of thousands of people worldwide and has been recognized in NBC News, CBS, Fortune, Nasdaq, and VentureBeat. She has also been named by the Nordic 100 as one of the most influential entrepreneurs from the Nordics and received the Future Innovator Award in memory of Alfred Nobel.

Join us for a transformative workshop where you'll explore the unconventional path towards greatness and learn from Therese's unique journey alongside the wisdoms she has gathered from working with over 1,000 founders and change-makers throughout the years.

In this workshop, you will learn to reimagine limitations as stepping stones to success and achievement. By embracing the entrepreneurial mindset, you'll uncover the magic of entrepreneurship, presenting lifelong opportunities for learning and impactful change, and empowering you to thrive throughout your journey of greatness. You will dive into the proprietary MAPPED Brilliance framework for embracing opportunities, going beyond fear, and pursuing the goals that truly matter to you.

This workshop will help you design a life guided by your values and purpose, rather than following traditional, pre-decided paths, you will discover strategies to experience a deep sense of achievement every day. Designed for founders, leaders, High Achievers who are ready to live a life of creativity, achievement and fulfillment.



# The Exceptional Impact of High Achievers

## Designing and Scaling High Performing Company Cultures as a Founder and Leader

### ■ HIGH PERFORMANCE LEADERSHIP AND HIGH ACHIEVERS

THE WORKSHOP EDITION

High Achievers outperform the average worker by 14% in productivity, 18% in sales, and 23% in profitability, according to research. Yet, 8 out of 10 employees worldwide are not engaged in their work. One of the primary reasons for such general low engagement comes as a result of a lack of investment in and focus on elevating and championing High Achievers within companies. A company's culture impacts everything from productivity, engagement, and customer loyalty to talent retention, speed of innovation, growth, and, of course, profitability. When you build, scale, and invest in a high performance culture, you can elevate it all.

High Achievers live and breathe the values and the vision of your company, while actively engaging in amplifying overall impact. They are self-driven, excellence-oriented, and resourceful, while always looking to bring more value to the table. They are committed to bringing the company's vision to life; therefore, they never hold back when it comes to delivering their best and continually striving for improvement.

High Achievers are also committed, loyal, and ambitious. They have an outsized impact on your company's ability to achieve greatness and consistently thrive when working alongside other fellow High Achievers. They attract each other to join and be

part of the company. By actively empowering them to lead, take initiative, and communicate with passion, they are able to peak their performance as a group and inspire your entire company to level up for the challenges and opportunities ahead.

Combining 20 years of experience as a CEO Advisor, Founder, and CEO of Reimaginez, Therese Gedda has impacted over 30,000 company cultures and worked with 1,000+ founders, CEOs, and investors worldwide. Recognized by CBS, NBC, and Fortune, Therese has developed actionable and scalable frameworks for championing High Achievers, including the High Achieving Culture Model™ and the Futuristic Leadership Framework™. She has also been named by the Nordic 100 as one of the most influential entrepreneurs from the Nordics along with receiving the Future Innovator Award in memory of Alfred Nobel.

In this actionable workshop, you will learn how to align your people around your vision, effectively champion your High Achievers, remove toxicity, and amplify your impact by designing and scaling a high performance culture. Through her wisdom, Therese will unveil the positive ripple effects behind tapping into what a brilliant culture can amplify, ensuring your company not only survives, but thrives as it grows and scales.





“She is an extraordinary entrepreneur and international motivational speaker.

Therese is an extraordinary entrepreneur and international motivational speaker. A **conductor of energy and magnetism**, she engages audiences through her passionate performances, providing audiences with **immediate and actionable insights**.

Combining her background in elite fitness and her extensive professional experience, Therese has motivated people all over the world to reach their goals in both their personal and professional lives.”

**‘Stefan Engeseth**

Guest Professor and Author





# Mastering the CEO-Centric Approach

## A High Achievers Guide to Stand Out

### ■ HIGH PERFORMANCE LEADERSHIP AND HIGH ACHIEVERS

THE WORKSHOP EDITION

The CEO-Centric Approach is a transformative mindset that empowers High Achievers to reach their limitless potential by viewing the world through the lens of a CEO.

Imagine stepping into the shoes of a CEO, where you find yourself making quick decisions, meeting with clients, seizing opportunities, designing strategies, guiding your executive team, and meeting with potential new team members.

Another way of capturing the experience is the sensation of driving a Formula 1 car, where split-second decisions can make or break the race. In the fast-paced world of business, establishing a high performance thriving culture is not just beneficial – it is essential.

By embodying the CEO's perspective, High Achievers can develop a greater appreciation for the challenges and the greatness of leadership while also gaining valuable insights into how to navigate their paths more effectively.

Combining 20 years of experience as a CEO Advisor, an award-winning Founder, and CEO of Reimaginez, Therese Gedda has developed actionable and scalable frameworks and methods to successfully build and scale high performance thriving company cultures. Supporting companies to thrive by empowering their High Achievers, some of her frameworks include the CEO-Centric Framework™ and the Futuristic Leadership Framework™.

She has impacted over 30,000 cultures and worked with 1,000+ founders, CEOs, and investors, who often refer to her as “Master Teacher,” “Founder Therapist,” and “Yoda.”

This immersive experience offers profound insights into the challenges and opportunities of leadership, fostering a deep understanding of the complexities involved in driving long-term sustainable success.

In this actionable workshop, perfect for High Achieving Leaders looking to grow and amplify their impact, you will be guided into the world of a CEO by fully putting yourself into the shoes of the company's top leader. We will invite you to take a holistic approach to analyzing opportunities, challenges, and distractions from a perspective of uncertainty and speed.

During interactive and experiential exercises, you will be put to the test to optimize achievement, ensure accountability, and create deep alignment using the CEO-centric framework. How do you make a decision that can make or break the future of the company? How do you decide who to hire and why? How do you prepare for the board meeting where you present a hard truth?

By experiencing the CEO's reality, you will gain new insights and skills for amplifying a high performance thriving culture and leading your team toward brilliance.



# Performance Reimagined

## Unlocking Greatness and Peak Performance

### ■ HIGH PERFORMANCE AND MINDSET

THE WORKSHOP EDITION

How do you design your day in way for you to experience a deep sense of achievement? How do you perform when there is no room for error? How do you reset after a setback? How does willpower, appreciation, and creativity impact your performance?

Imagine consistently performing at your highest level, where each day is a new opportunity to achieve greatness with ease. Ongoing peak performance is a practice — a practice based on a deep understanding of how you thrive in different environments and circumstances.

For over two decades, Therese Gedda has led an unconventional path. Since she was 17, she has dedicated her life to designing and scaling thriving company cultures.

Therese has worked directly with over 1,000 founders, CEOs, and executives, earning titles such as “Yoda,” “Master Teacher,” and “Founder Therapist.” As an award-winning entrepreneur and the founder and CEO of Reimaginez, Therese has inspired tens of thousands of people worldwide and has been recognized in NBC News, CBS, Fortune, Nasdaq, and VentureBeat. She has also been named by the Nordic 100 as one of the most influential entrepreneurs from the Nordics and received the Future Innovator Award in memory of Alfred Nobel.

In this immersive workshop designed for High Achievers, we will unlock the magic of peak performance while unleashing your full potential.

Focused on mastering your performance, we will embark on a journey of self-exploration to understand the nuances of your own performance, uncovering aspects you have yet to discover. Through interactive exercises and guided discussions, you will learn how to identify your internal body clock, recognize your peaks and valleys for maintaining flow, and discover how to maximize and optimize your time and talent.

You will uncover the secrets to tapping into a profound sense of achievement, allowing you to break through barriers and consistently elevate your performance.

Join us to start the exploration of unlocking your limitless potential, and discovering the path to lasting peak performance through a sense of achievement and continuous momentum as we uncover your path to brilliance.



# From Mystery to Mastery

## Achieve High Performance and Impact Reimagined

### ■ HIGH PERFORMANCE AND MINDSET THE WORKSHOP EDITION

What sets High Achievers apart and enables them to continuously achieve the seemingly impossible while challenging the status quo so effectively? How are they able to effortlessly amplify their impact? The answers lie in fully embracing the High Achiever Mindset combined with an advanced approach to Lifestyle Design.

Having a North Star guiding your path is just the beginning. True greatness requires a relentless pursuit of excellence, a willingness to step outside your comfort zone, and courage to challenge the status quo. High Achievers understand that settling is the enemy of progress; they embrace discomfort as a sign of growth and opportunity. When faced with doubt, they lean into their purpose and mindset, using it as a source of strength and resilience.

For over two decades, Therese Gedda has been designing and scaling thriving company cultures. She has worked directly with 1,000+ founders, CEOs, and executives over the years, and she is often referred to as “Yoda,” “Master Teacher,” and “Founder Therapist” by founders and CEOs. As an award-winning entrepreneur and the Founder and CEO of Reimaginez,

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Join us for this immersive workshop designed to elevate your life philosophy, power through the toughest times, and maintain a mindset of mastery.

Imagine being on a rollercoaster of extreme highs and deep lows – this workshop will be your guide for navigating the experience with purpose and unparalleled resilience. You will learn how to tap into your brilliance, fueling forward momentum through a sense of achievement.

Therese invites you to design an environment perfectly aligned with your values and goals, enabling you to thrive while achieving the seemingly impossible. With Therese as your guide, you'll start to unlock the magic that will allow you to elevate your impact, unleash your limitless potential, and seize the opportunities that await.





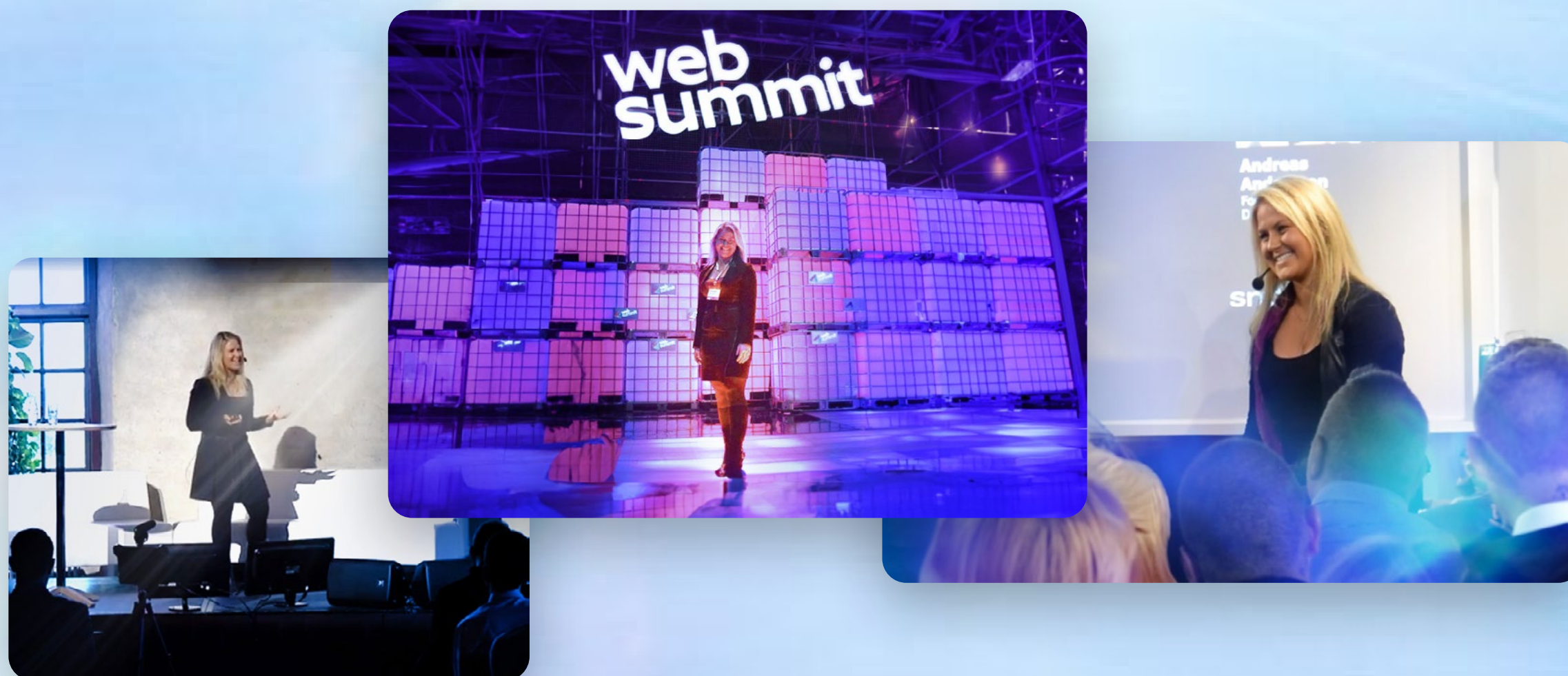
“There is a fantastic entrepreneurial speaker and CEO advisor who shakes the sky. With over two decades of experience, she has an **excellent understanding of how to design and scale a thriving company culture** and how to peak performance as a leader and high achiever. I’ve had the pleasure of seeing her on stage several times, delivering a keynote speech at an exclusive conference in Stockholm, as part of a thought-provoking panel at an international book launch, and a workshop to coach and motivate the business elite of the American Chamber of Commerce in Sweden. There is incredibly articulate, insightful, and inspiring. **On every occasion, the audience left on cloud nine**, empowered to challenge the status quo and make a big impact in their businesses, careers, and lives.”

**Amanda Evans**, CEO at IMR



“There is **an amazing person and an exceptional leader** who has built several companies from scratch. She started her entrepreneurial journey as a 17-year-old, founding a management consultancy company successfully working with startups and fast-growing firms for over a decade. With over 20 years as a founder and keynote speaker, she is **one of the most talented individuals I have ever met**. There is a great passion for entrepreneurship with a remarkable degree of commitment to her projects. The dedication to getting things done, the passion for challenging the status quo and empowering people to greatness, makes her **an extraordinary inspiration for myself and other founders**.”

**Anneli Viklund**, Innovation Expert at ALMI





# The Investor-Centric Approach

## Uncovering Companies Built on a High Performance Thriving Foundation and Culture

### INVESTING AND DUE DILIGENCE

THE WORKSHOP EDITION

Identifying top talent and assessing company culture is essential for any effective investment decision. When culture is done wrong, it quickly becomes a liability, jeopardizing the investment made in the first place. When culture goes right, you are not only able to see exponential growth and profit but also a thriving company positively impacting higher customer loyalty, team members' commitment, and rapid growth.

As an investor, imagine being able to assess the risks not only from a financial or growth perspective, but by assessing and understanding the company's founders, teams, and general mindset.

Introducing the investor-centric approach. This framework creates a window into evaluating the often overlooked aspects of a company – the culture. It explores how strong the cultural foundation is and how aligned the investors and founders are about the future of the company.

Alongside discovering the underlying philosophy guiding the decisions, it includes looking at the strength of the cofounder relationships which have an outsized impact on the company. It also looks at the alignment present among the teams on vision, go-to-market approach, leadership abilities, sales strategies, and more, while focusing on how to root decisions in alignment in order to lead to more meaningful and sustainable growth.

For over two decades, Therese Gedda has been designing and scaling thriving company cultures. She has worked directly with 1,000+ founders, CEOs, and executives over the years, and she is often referred to as “Yoda,” “Master Teacher,” and “Founder Therapist” by founders and CEOs.

As an award-winning entrepreneur and the Founder and CEO of Reimaginez, she's inspired tens of thousands of people worldwide and has been recognized in, NBC News, CBS, Fortune, Nasdaq, and VentureBeat. Therese has also been named by the Nordic 100 as one of the most influential and impactful entrepreneurs from the Nordics and received the Future Innovator Award given in memory of Alfred Nobel.

Join us for this insightful exploration into evaluating leaders, teams, and untapped potential. In this actionable workshop, we will dive into the strategies and insights needed to identify companies with a strong cultural foundation that supports growth and scalability, ensuring that your investment is aligned with both your investment philosophy and the company's mission.

This workshop invites you to reimagine your investment approach, going beyond making decisions based only on traditional metrics by uncovering some of the many pieces hidden in plain sight that can make or break a company.





“ I hereby give Therese Gedda my highest recommendation both as a strategic advisor and as a motivational speaker. I have had the great joy of encountering Ms. Gedda on several occasions and **she continually over delivers** – most lately as a keynote speaker on Internet Discovery Day, an industry leading event geared towards key people in the Swedish start-up and new media sectors. **Her spoken qualities are excellent as well as her analytic capabilities as an advisor.** I fail to see how anyone doing business with Therese Gedda could fail in being satisfied with the encounter.”

**Johan Jörgensen**

Founder and Partner at Grädde Invest.  
Venture Capitalist of the year, 2011

“ Therese, I was delighted to watch your video recording of the seminar. Congratulations from the **excellent presentation. So much energy and interaction** through the presentation (I liked the choices/polls you provided during the presentation). I really liked the content as well. I was surprised to see you being able to pack so much into the 60 minutes.”

**Manav Mehta**

PhD, Founder and CEO of Gel4Med Inc.

“ **Therese is an extraordinary individual with great drive.** She has an exceptional ability to quickly grasp new information and convert it into concrete actions. She is also an exceptional facilitator and contributor: sharing her extensive knowledge with high energy and charisma, paired with professionalism and a **genuine interest in making individuals excel.** Therese is truly phenomenal at empowering people.”

**Annelie Sule**

Innovation and Business Development  
Manager at Umbilical Design



# Explore short clips from Therese's talks

View some highlights from the Speaker

## It is Time to Reimagine Company Culture

Curating Brilliant Cultures  
Where High Achievers Thrive



**Therese Gedda**

Keynote Speaker and Award-winning Founder

REIMAGINEZ

## Invest in Culture and Lead with Your Vision



**Therese Gedda**

Keynote Speaker and Award-winning Founder

REIMAGINEZ

## Empowering a New Era of Brilliant Company Cultures



**Therese Gedda**

Keynote Speaker and Award-winning Founder

REIMAGINEZ

## Culture is The Silver Bullet



**Therese Gedda**

Keynote Speaker and Award-winning Founder

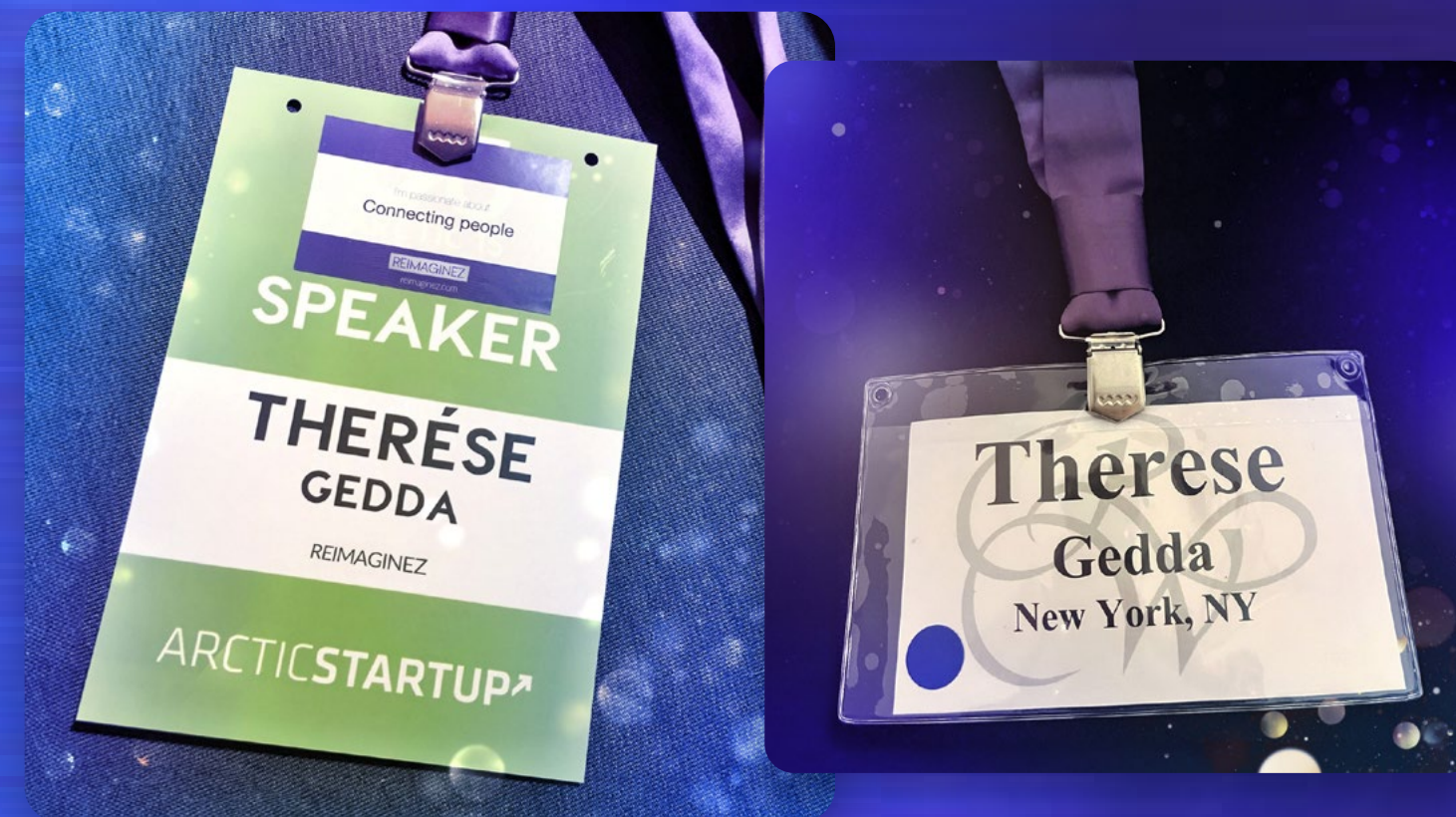
REIMAGINEZ



“Therese is a **very talented, sharp and competent professional** who is extremely passionate about her work and making a difference. She has acquired immense knowledge through her experience as a serial entrepreneur and international speaker. This unique combination of personal experience and scientific research is what has made her, her business and the people around her so successful. I believe she is **an invaluable mentor, speaker and advisor.**”

**Jonas Almeling**

Regional Director Nordics & Northern Europe  
of Startup Grind



“**Highly driven, goal-focused and with an extraordinary degree of commitment to her projects.** She can handle the grit of being an entrepreneur – not being someone to quit or easily doubt her ideas or vision. She wants to bring about change and engages the people around her in her ideas. 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 and CKO at NodeOne

“Good leaders inspire action, but great leaders inspire change! Therese 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, Therese is a true asset.”

**Jonathan Danemo**

Analyst at Vinnova





# World-Renowned Thought Leader

Book the Renowned Speaker and Facilitator  
and the Award-Winning Entrepreneur

Meet Therese Gedda, Founder and CEO of Reimaginez. Therese is an **award-winning entrepreneur** and a champion of building thriving people and purpose-centric cultures. Her vision is to transform companies' cultures from toxic or mediocre to thriving, high performance ones. For 20 years, she has **impacted more than 30,000 company cultures and toured over 10 countries** as an invited Keynote Speaker, covering topics such as Company Culture, the Future of Work, and the High Achiever Mindset. Therese 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 where she appeared 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, Therese has been **featured in CBS, NBC News, Fortune, Nasdaq, and VentureBeat**.

Therese is also a sought-after CEO Advisor and Executive Coach for High Achievers. Due to her success working directly with over 1,000 founders, investors, and C-suite clients over the years, they often refer to her as “Yoda,” “Master Teacher,” and “Founder Therapist.”

The results speak for themselves with client case studies including 3x annual recurring revenue, 10x deal sizes, saving a 9.7 million USD ARR subsidiary from collapsing, and helping a founder design his best life after a successful exit.

As a result of her dedication to entrepreneurship and company culture, Therese has been recognized by the Nordic 100 for her cultural and Future of Work efforts, naming her **one of the most influential and impactful people from the Nordics**. This list is equivalent to the ‘Forbes 40 under 40’ in the United States. She’s also been recognized by the SKAPA foundation and received 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.”

Today Therese is based in New York City, working on amplifying Reimaginez's impact on championing high achieving leaders committed to thriving high performance company cultures.







# Culturally-Driven Companies Achieve 18% More Revenue Per Employee than the Average

1,000+ Founders & C-Level Clients Served

2,500+ Keynotes & Talks Delivered

30,000+ Cultures Impacted

Book the renowned Speaker, Facilitator  
and Award-Winning Entrepreneur

Reach out to  
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