

# A Thriving Culture Doesn't Just Happen – You Need To Design It

Designing and scaling a people and purpose-centric culture can be challenging, especially for fast-growing companies. There is increasingly fierce competition for the best talent globally, and your company's culture often is the deciding factor. By creating a thriving company built on cultural design, futuristic leadership, and customer-centric strategies, companies can achieve sustainable long-term success. We are uniquely positioned in supporting companies committed to attracting and keeping the best people in the workplace, the High Achievers.

30minMBA is an award-winning company that specializes in designing, re-designing, and scaling culture successfully. We help founders and top executives to keep, attract, and lead High Achievers as well as living as high achievers themselves through executive coaching, actionable training, and cultural consulting. We empower fast-growing companies in achieving their cultural transformation, preparing them for the Future of Work.

It's time to re-imagine the workplace.

*"The 30minMBA team has been fantastic. Therése has helped us clarify what our culture already is and helped us set goals for the future."*

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

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

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

*"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."*

**– Annelie Sule, Innovation and Business Development Manager at Umbilical Design**



*"Having founded three companies over the years, I realized one important thing along the way – you can never afford to stop learning. As each company grew from a handful to hundreds of people, the challenges have rarely been the same, so after 15 years of start-ups, I had the pleasure of meeting and engaging Therése to be my personal founder/executive coach. While I've worked with other "coaches" in the past, none of them had the extraordinary and rare combination of skills and experience that I found with Therése: she's a founder herself, she's worked with an international cohort of clients (giving her a uniquely diverse perspective), she's a sought-after keynote speaker on business culture and lifestyle design (which are key for any entrepreneur or executive).*

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

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

As seen in

Featured Engagements



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**web summit**

**LVMH**



**ELEMENTAL MACHINES**

## Culture as a Silver Bullet

To change anything, we need to have the courage to acknowledge our current reality. Culture is a way to drive behavior and it effects everything from productivity and engagement, customer loyalty, speed of innovation, retention of talent, growth and, of course, profitability.

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

If we as leaders commit to designing and scaling people and purpose-centric cultures, high performers aligned with both our purpose and strengthened culture will be attracted to our companies and pursuits. They can 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 (and the courage) to fully invest in it and to do so well.



*High Achievers build today's successful companies. They outperform the average worker by 10 percent in productivity, 20 percent in sales and 30 percent in profitability.\**

## Cultural Design Projects

We have built proprietary frameworks proven to deliver transformative change in fast-growth companies focused on culture, leadership, and growth. Here are some examples:

**Codifying Culture** – These projects are designed to create a strong cultural foundation to be used for leadership initiatives, recruitment, and accountability.

**Re-imagine High Achiever Commitment** – These projects are designed to keep and attract the best people in the workplace – the High Achievers.

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

**Recruit on Cultural Fit** – A scalable and methodical recruitment model focused on mindset and cultural and value alignment.

**Bespoke Programs** – Fully customized projects on culture, leadership, training, and growth.

## Actionable Training Programs Designed for High Performers

In this time of temporary chaos and crisis connected to COVID-19, we are tuning two of our bespoke cultural and training programs designed for the c-suite and top talents into a new format. 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 entirely virtual training programs:

**LeadEx** is a leadership program designed for leading distributed teams successfully. Its focus is on keeping an engaged workforce while the world is turning.

**RemoteEx** is a performance program designed for remote workers to create work routines to reduce stress, boost productivity, and increase wellbeing despite the challenges of uncertainty.

## Founder/Executive Coaching At a Glance

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

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

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

So the question is, what do you need? Whom do you wish was on your side, as you make your way through your own hero's journey?



*Performance coaching can increase work performance by 70 percent\**

## Why is Customized Founder/Executive Coaching Essential?

Every Performance and Achievement Coaching Program is fully customized for High Achieving individuals. There are no generic and general formats being used. Therése acts and adds value in different ways for each High Achiever she works with since every individual has different needs, goals, and priorities. She is, therefore, described in many different ways by her clients.

Founders are creative, so here are some of the many titles they have given her:

Founder Coach  
Stand-in Co-founder  
Founder Therapist  
Yoda  
Accountability Partner  
Performance Coach  
Dr. House for Founders  
CEO Advisor  
Master Teacher

*"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**

## Proven Approach Over Nearly Two Decades

Your Founder/Executive Coach is a founder herself with 18+ years of experience from the global startup and tech world.

Strategic, operational, and tactical support focused on company culture, leadership development, strategic direction and growth.

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

## Meet The Visionary Behind the Brand

Therese Gedda is an award-winning entrepreneur and the Founder and CEO of 30minMBA. She brings more than 18 years of entrepreneurial experience 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. Her company, 30minMBA, re-imagines the workplace by supporting companies in becoming more people and purpose-centric. She is also an Executive Coach for high achieving founders, investors, and C-level executives.

Therese has graced stages as a sought-after Keynote Speaker on topics such as Company Culture, the Future of Work, and the High Achiever Mindset. She has inspired more than 30,000 people in over ten countries, engaging with audiences from 5 to 5000. She 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 Therese has been featured in NBC News, Fortune, and VentureBeat, to name a few.

Therese has 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.



*"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 & CKO at NodeOne**

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

**– Amanda Evans, CEO at IMR**

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



**Feel free to contact Therése directly to learn more about our executive coaching programs, how we help design and scale thriving cultures, and how our training programs can empower your people.**

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