



Keynote Speaker

Therése Gedda

International Keynote Speaker and Award-Winning Entrepreneur,
Therése has inspired more than 30,000 people and graced
stages in more than 10 countries over the last 17 years

New York City, Toronto, Boston,
London, Venice, Paris, Lisbon, Dublin,
Barcelona, Stockholm, Amsterdam,
San Francisco and the Bay Area

LVMH
TEDx



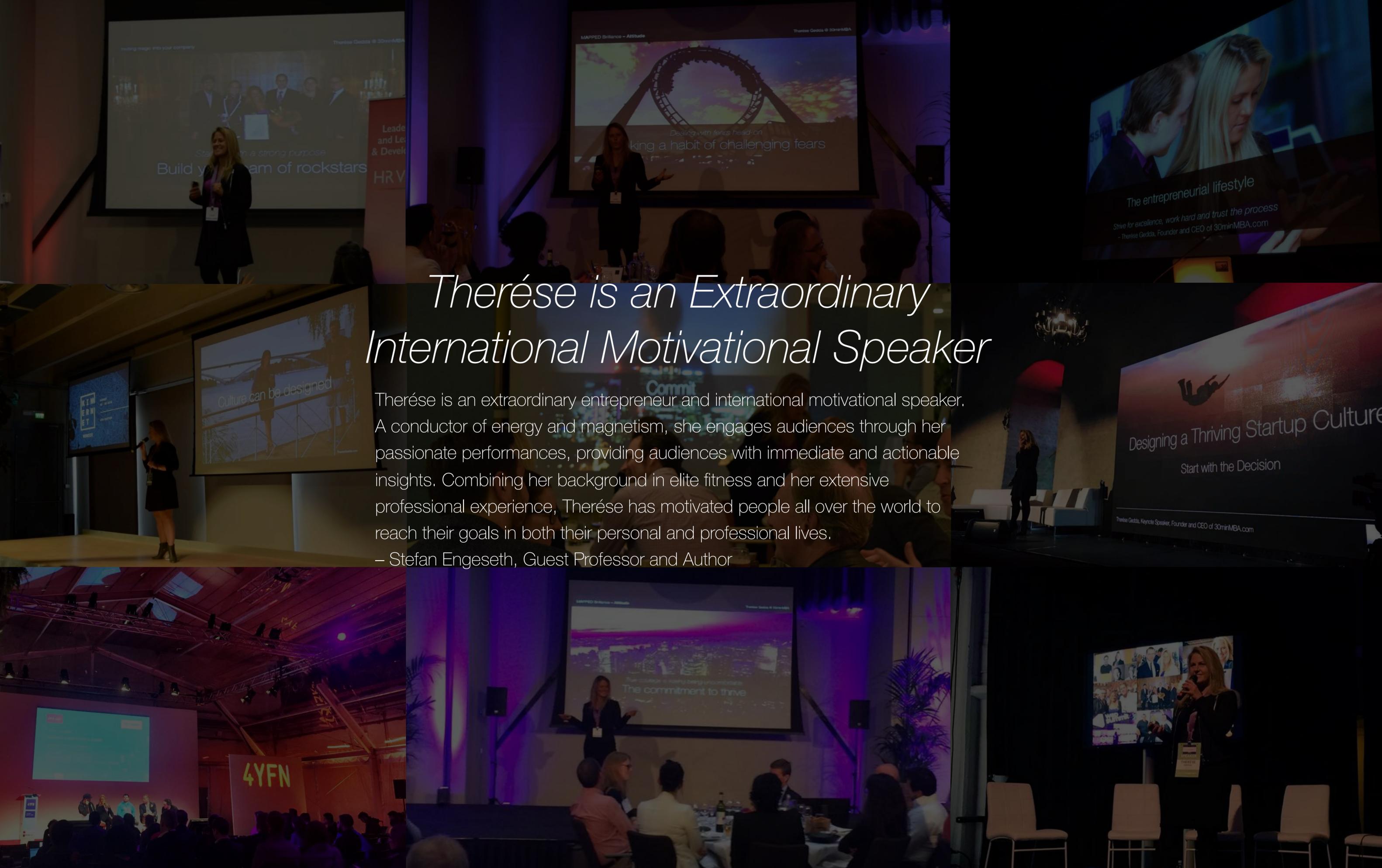
ELEMENTAL
MACHINES

Startup
GRIND

web
summit

*I count her among the most inspirational
and brilliant people I have the fortune to know*

– Jakob Persson, Co-founder and CKO at NodeOne



Therése is an Extraordinary International Motivational Speaker

Therése 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, Therése has motivated people all over the world to reach their goals in both their personal and professional lives.

– Stefan Engeseth, Guest Professor and Author

17 years and over 10 countries

Therése has inspired, motivated and empowered tens of thousands of people for 17 years including in New York, Toronto, London, Paris, Venice, Lisbon, Dublin, Stockholm, Barcelona, Boston, Amsterdam, Helsinki, San Francisco and the Bay Area at conferences, universities and corporate events such as





Awesome performance Therése! Very interesting to listen to your insights.

— Fredrik Heleander, CEO Boo Energi

I count her among the most inspirational and brilliant people I have the fortune to know

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

Therése has the ability to identify the smallest things that make you thrive and grow

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

International Keynote Speaker and Award-Winning Entrepreneur

Therése has delivered keynotes, workshops, and coaching sessions to high achievers and high performing companies in more than 10 countries all over North America and Europe. She is recognized as one of the most influential people from the Nordics by Nordic 100 and has been awarded the SKAPA award in memory of Alfred Nobel.

Science meets Vision

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

From 5 to 5,000 people

Leading with a giving mindset, Therése 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, Therése is able to engage and inspire all.

Highly Customized Support to Deliver Outstanding Impact

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

Leading with Charisma and Warmth

Therése 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.

Vast Experience in Business, Learning, and Entrepreneurship

For 17 years, she has inspired more than 30,000 people around the world as a serial entrepreneur, startup advisor, executive coach, keynote speaker, and guest professor.

A Multi-Talented Speaker

Therése has the unique ability to deliver keynote speeches from 15 to 60 minutes and workshops up to 8 hours at a time. Having worked with transformative change for over 15 years, another talent of hers is one-on-one executive coaching sessions.

Putting the Audience at the Center

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

Explore Therése's Most Requested and Popular Talks

The Future of Work and Business Culture

- The Future of Work – How to Design and Scale a High-Performing Business Culture Where People Thrive (Signature talk)
- Attract and Keep High Achievers – How to Recruit on Culture using a Futuristic Method
- Design a Thriving Startup Culture – How to Scale Your Business Successfully
- 30 Minutes-a-Day Equals Brilliance – The Future of Learning
- Hacking Innovation – How to Design a Culture that Fosters Breakthrough Innovations

High Achievers and Mindset

- MAPPED Brilliance – Thriving with the High Achiever Mindset
- Achieving Greatness with Lifestyle Design – Be a SMART Achiever



SIGNATURE TALK

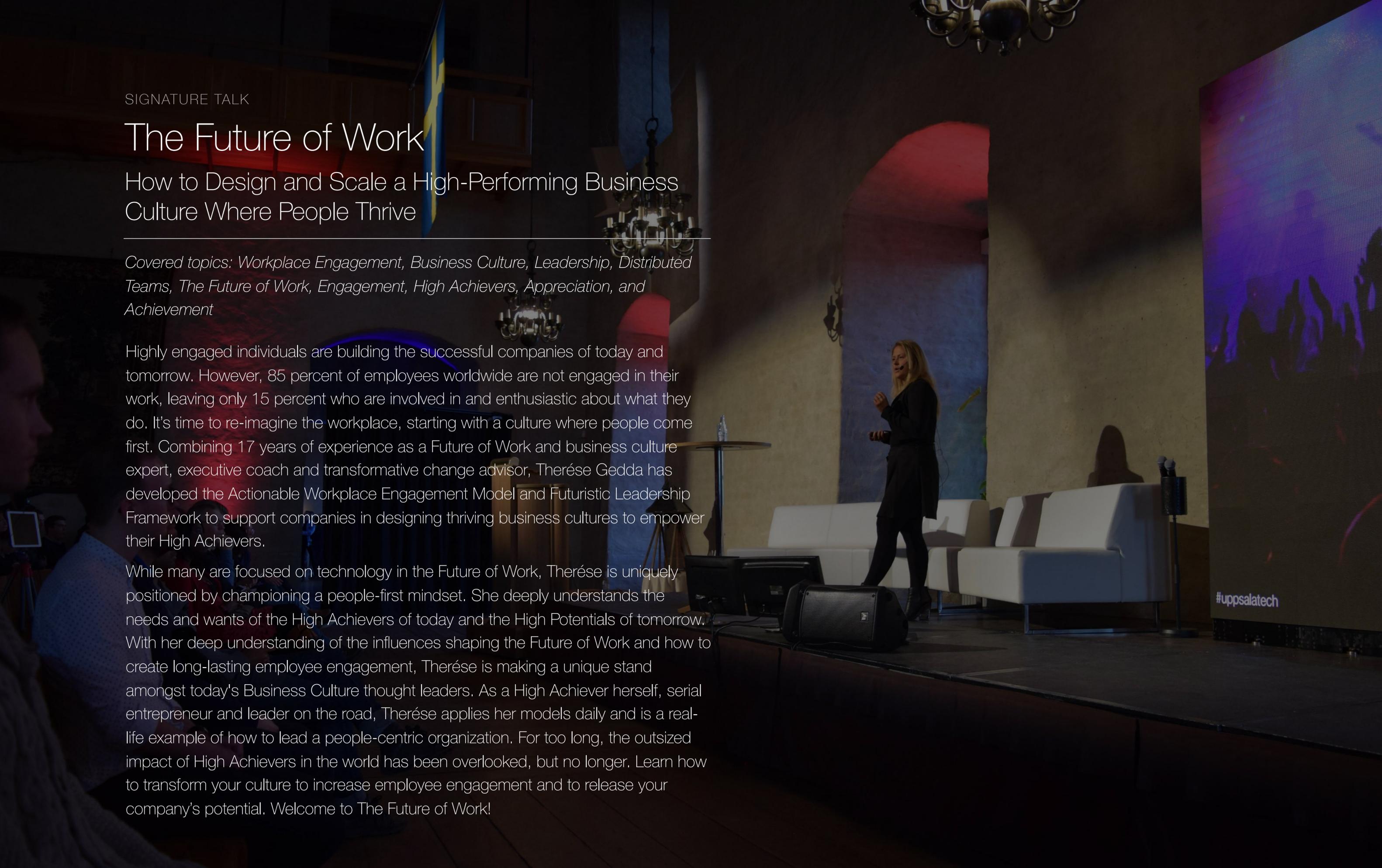
The Future of Work

How to Design and Scale a High-Performing Business Culture Where People Thrive

Covered topics: Workplace Engagement, Business Culture, Leadership, Distributed Teams, The Future of Work, Engagement, High Achievers, Appreciation, and Achievement

Highly engaged individuals are building the successful companies of today and tomorrow. However, 85 percent of employees worldwide are not engaged in their work, leaving only 15 percent who are involved in and enthusiastic about what they do. It's time to re-imagine the workplace, starting with a culture where people come first. Combining 17 years of experience as a Future of Work and business culture expert, executive coach and transformative change advisor, Therése Gedda has developed the Actionable Workplace Engagement Model and Futuristic Leadership Framework to support companies in designing thriving business cultures to empower their High Achievers.

While many are focused on technology in the Future of Work, Therése is uniquely positioned by championing a people-first mindset. She deeply understands the needs and wants of the High Achievers of today and the High Potentials of tomorrow. With her deep understanding of the influences shaping the Future of Work and how to create long-lasting employee engagement, Therése is making a unique stand amongst today's Business Culture thought leaders. As a High Achiever herself, serial entrepreneur and leader on the road, Therése applies her models daily and is a real-life example of how to lead a people-centric organization. For too long, the outsized impact of High Achievers in the world has been overlooked, but no longer. Learn how to transform your culture to increase employee engagement and to release your company's potential. Welcome to The Future of Work!





Attract and Keep High Achievers

How to Recruit on Culture using a Futuristic Method

Covered topics: Recruitment, The Future of Work, Wellbeing, Business Culture, and Workplace Engagement

High Achievers thrive alongside fellow High Achievers, and they attract each other. These are people who care deeply about your company's success and together are achieving the majority of your positive results. Their choices are increasingly driven by purpose, desire to excel, and the opportunity to contribute. They seek greatness and are looking for companies which celebrate a high performing culture. A purpose-driven culture is the foundation of a thriving company. However, without a scalable and future-oriented way of systematically attracting and keeping High Achievers who share the same values and mindset as your company, you risk ending up with low engagement across the company and with your best people leaving.

For more than 17 years, Thérèse Gedda has been supporting companies in re-imagining how recruitment is done. The futuristic and scalable Recruit on Culture method combines Thérèse's years of leadership development, her entrepreneurial journey, and extensive wisdom from working with thousands of High Achievers. The method and Thérèse's insights can be tailored for every business model and are scalable to answer fast-growing companies' needs. The model is founded upon behavioral science and positive psychology to give applicants a greater sense of your culture and to match their skills and talents to opportunities in your company ideal for their growth and engagement.

Thérèse is reinventing recruitment from within the Future of Workspace with a fresh perspective, which is attainable for all business leaders by ensuring a greater connection with High Achievers through cultural design methodology. A strong cultural foundation starts not only with your current workforce but also with your future employees. Explore how to keep and attract the best people, the High Achievers, to your company.



Design a Thriving Startup Culture

How to Scale Your Business Successfully

Covered topics: Business Culture, Leadership, Distributed Teams, The Future of Work, Engagement, Appreciation, and Achievement

It starts with the decision. The decision to build a purpose-driven startup. For more than a decade, Therése has been supporting thousands of founders, investors, startup- and fast-growing company executives in designing, re-designing and scaling companies where culture, strategy, and futuristic leadership enable transformative change. Therése has seen the good, the bad and the ugly of entrepreneurial journeys and has taken on the responsibility of being the champion of founders through executive coaching, business advisory, and keynote speaking. Her extensive expertise on behavioral science and the High Achiever mindset pinpoints the importance of meaning, contribution, and purpose for High Achievers and for upcoming generations of High Potentials. The importance of designing and scaling a thriving culture has never been so critical in order to build an engaged, creative, and fast-growing startup.

A thriving culture is not something that just happens. It can be designed and designed well. Even if it's easy to overlook the importance of culture for a startup, especially a young one, culture influences everything: How well the teams work together. How you engage with customers. How you celebrate your successes. How you share the rollercoaster with your teams. How you build your brand. How you develop your product or service and how you grow.

Learn about Therése Gedda's Actionable Workplace Engagement and Recruit on Culture models to design a thriving culture. Explore how culture effects productivity, achievements, and growth. Learn how to lead, recruit, train, and measure on culture. Learn the key aspects of what drives engagement and how to keep your company creative, fast-moving, and innovative while growing. Being a leader of a futuristic, agile startup herself with a distributed team, Therése doesn't only share the latest discoveries, she also brings actionable insights on how to operate and scale a thriving people-centric business.



30 Minutes-a-Day Equals Brilliance

The Future of Learning

Covered Topics: Lifelong Learning, Workplace Engagement, Mastery, The Future of Work, Education Technology, and Business Culture

The importance of learning is changing. Designing a culture where mastery and enabling lifelong learning are celebrated are vital components in keeping and attracting the best people – the High Achievers. Prioritizing learning initiatives is required to keep high levels of employee engagement in a world where High Achievers are increasingly driven by purpose, desire to learn, and the potential to grow.

With 17 years of experience as an executive coach for high achieving leaders, a professional speaker, and a guest lecturer, Therése has developed a unique and actionable perspective on how to expand learning and its impact on the culture of high performing companies. She is also the visionary behind The Be Brilliant Academy – an online learning platform designed by and for High Achievers. She's also recognized as a thought leader in the Future of Work. Therése's perspective on learning resonates with both High Achievers and the High Potentials of future generations. To create profound and meaningful behavioral changes, learning needs to be actively designed from within the company's culture, be actionable, and be energizing for High Achievers. Learning is more than something you do once in a while; it influences your company's culture and affects the very performance of your best people.

Learn how people thrive in their work through actionable culture-specific learning experiences. Experiences that utilize insights from behavioral science and positive psychology to engage inspire, energize, and teach actionable skills to your High Achievers and High Potentials. Explore how to incorporating effective learning into your people's busy lifestyles can lead to dramatic change. And, how to incorporating learning into your cultural design can help you best leverage learning moments in boosting your company's productivity and performance.



THE KNOWLEDGE ECONOMY AND LIFELONG LEARNING

Moderator: Laurance N'Kaoua, Profile Page Editor, Les Echos

Jérémie Sicsic, Co-founder, Unow
Therese Gedda, Founder and CEO, 30minMBA
Nicolas Hernandez, Co-founder and CEO, 360Learning

TECHNOLOGY



Hacking Innovation

How to Design a Culture that Fosters Breakthrough Innovations

Covered Topics: Innovation, Entrepreneurship, Creativity, Business Culture, Workplace Engagement, and The Future of Work

To innovate successfully, you need to be intentional. The concept of the spark of a creative moment or a brilliant idea works on occasion, but to build a thriving culture of innovation, you can't rely on those moments alone. Innovation doesn't happen in a vacuum. It requires a culture that embraces and celebrates everything leading to innovation. Experimentation, co-creation, design, and friction are all a part of it. However, innovation is not just 'look and feel.' Innovation is how it works. Innovation is an attitude. When we design a culture that encourages and fosters innovation, it becomes possible to bring the most creative ideas to the table to achieve something radically new.

Exploring the iterative design thinking process includes elements of empathy, ideation, prototyping, and co-designing. Learning not to consider friction the opposite of unity and using disagreement as a source of ideas and breakthroughs can lead to unexpected and market-changing results. Learning how fast-growing, successful startups create an environment of speed, innovation, and creativity in how you can do the same. And, how to fostering a culture that incorporates the best from design thinking helps you achieve greater innovation across boundaries.

For the last 17 years, award-winning entrepreneur and keynote speaker, Therése Gedda, has built, advised and supported thousands of founders and change-makers worldwide in designing thriving cultures where innovation is part of the DNA of the business. She's recognized for her expertise on the Future of Work and the High Achiever mindset, which uncover the key components of creative, motivated, and high performing individuals. Her mission is to bridge the gap between what science knows and what business does, and she brings a wealth of expertise in behavioral science and positive psychology in addition to her startup and entrepreneurship background. Ready to learn how you can hack innovation?





Incredible leader and she has an amazing passion for empowering individuals to reach their fullest potential

Therése has the ability to create magic – constantly, it seems. With loads of creativity and determination, Therese has demonstrated a remarkable ability to create exceptional value and media attention from limited resources. She is a phenomenal startup CEO, an incredible leader and she has an amazing passion for empowering individuals to reach their fullest potential.

I'm proud to vouch for her, because I've seen from the inside how she works and what she does to always deliver - both on stage as a keynote speaker and behind-the-scenes in business. Therése is extremely talented across the board and with her determination, no industry is safe from disruption.

– Tony Friede, Investment Manager at VINNOVA

With over 15 years as a founder and keynote speaker, she is one of the most talented individuals I have ever met

Being a strategic advisor of 30minMBA, I have had the great opportunity of working together with Therése. She 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 15 years as a founder and keynote speaker, she is one of the most talented individuals I have ever met. Therése has 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

MAPPED Brilliance

Thriving with the High Achiever Mindset

Covered topics: Mindset, High Achievers, High Performance, Positive Psychology, Thriving

How do we thrive? Why do we struggle at times? How can we come closer to our own potential? Just as in the movie *The Matrix*, limitations are only in our mind. "There is no spoon." There isn't one way of being successful or living a fulfilled life. However, our mindset influences all aspects of our lives.

For more than 15 years, Therése Gedda has accomplished unparalleled achievements and inspired more than 30,000 founders, executives, leaders, and High Achievers. Therése has hacked the High Achiever mindset while maintaining a positive giver approach and is inspiring and empowering others to do the same. Therése's behavioral science and positive psychology expertise and life experiences have been combined into a life-changing methodology for you to help you step outside your comfort zone and design your own thriving purpose-oriented lifestyle. Therése's purpose, which she lives by, is to empower individuals to reach their full potential. What's yours? Explore the key elements of thriving with the high achieving mindset both in your personal and professional life by applying our proprietary MAPPED Brilliance framework. Therése will show you how to experience a daily sense of achievement, how settling is the enemy, how passion is contagious, and why it's crucial to focus on your strengths while disregarding your weaknesses. Additionally, you will learn how to embrace opportunities, challenge fears, and experience moment after moment of brilliance.





Achieving Greatness with Lifestyle Design

Be a SMART Achiever

Covered topics: Performance, Mindset, Achievement, Wellbeing, Productivity, Strengths, and Habits

True courage is risking being uncomfortable. To live the life we desire, we need to do things we have never done before. When Therése at the age of 17 founded her own management consultancy, the outcomes were unpredictable and required her to step outside her comfort zone every hour of the day. By engaging with a great deal of focus, determination, and hard work, she was able to achieve great successes for her clients from the start. Her purpose for empowering individuals to reach their full potential drove her to unparalleled achievements and brought her immense joy. Throughout her journey, she has deep-dived into the High Achiever mindset and brought actionability to behavioral science and positive psychology so that we can all learn how to reach our fullest potential.

Lifestyle design is about designing a life in line with your individual purpose, goals, values, and priorities. It's about getting on your path to performing at your full potential regardless of what you dream about. It's about exploring in which environments you thrive, the rhythm of your body clock, and how that influences your wellbeing. It's about valuing your time and making the most of it. Learning to let your purpose influence your goals, your goals guide your plans, your plans design your habits, your habits empower your thoughts, and your thoughts drive your life. Experience how Lifestyle Design can help you thrive!

Highlights From Selected Engagements



Keynote Speech on
The Future of Retail – Starting with Culture

Invitation-only pre-event before NRF for about
100 change-makers in the retail space.

New York City, USA (2019)



Delivered talk on
The Future of Work – How to Design and
Scale a High-Performing Business Culture
Where People Thrive

Company specific event for top
management team.

Boston, USA (2018-2019)



Keynote Speech on
The Future of HR – Start with
re-imagining your culture

An invitation-only event for 100
international HR and LD professionals
from multiple luxury brands.

Stockholm, Sweden (2018)



Delivered talk on
MAPPED Brilliance – Thriving with the
High Achiever Mindset

Tech and startup conference for 24,000
change-makers and entrepreneurs.

Dublin, Ireland (2014)



Keynote Speech on
Design a Thriving Startup Culture – How
to Scale Your Business Successfully

Startup and tech conference for over
1,000 founders and aspiring entrepreneurs.

Uppsala, Sweden (2017)



SKAPA

Innovationspris till minne
av uppfinnaren Alfred Nobel

Delivered talk on
30 Minutes-a-Day Equals Brilliance
– The Future of Learning

Invitation-only event at The Tessinska Palace
for public officials, executives and founders.

Stockholm, Sweden (2015)

Watch Therése's Showreel

Speaker reel by Keynote Speaker Therese Gedda



“Therése is truly phenomenal
at empowering people”

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



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bit.ly/watchshowreel

Explore short clips from Therése's talks

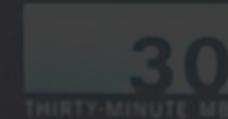
View some highlights from the Keynote Speaker



The Future of Work

It's time to re-imagine the workplace
starting with people

Therése Gedda, Keynote Speaker, Founder and CEO of 30minMBA.com



*This unique combination of personal experience
and research is what has made her, her business
and the people around her so successful*

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



Therése is truly phenomenal at empowering people

Therése is an extraordinary individual with a great drive. She has an exceptional ability to quickly grasp new information and converting 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. Therése is truly phenomenal at empowering people.

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

She is amazing on stage

A collaboration with Therése Gedda means that you can feel completely confident with the outcome. She is very committed and is always well-prepared. She is amazing on stage, inspires many people and adds a great value to our participants. We at Venture Cup are very grateful and excited about our partnership with Therése.

– Emilie Lidgard, Regional Manager at Venture Cup Sweden

Her spoken qualities are excellent

I hereby give Therése 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 Therése Gedda could fail in being satisfied with the encounter.

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



International Keynote Speaker and Award-Winning Entrepreneur

Biography

Therése Gedda is an internationally recognized thought leader and Keynote Speaker on the Future of Work, and highly skilled serial entrepreneur with more than a decade of unparalleled accomplishments. For 17 years, she has inspired over 30,000 people in over 10 countries. She has engaged with audiences of 5 to 5000 people at conferences such as TEDx, Web Summit and TNW as well as invitation-only events organized by Apple and LVMH. She's graced stages in cities including New York City, San Francisco, London, Paris, Venice, Lisbon, Stockholm, Barcelona, Boston, Amsterdam, Helsinki, Dublin, and Toronto. Her most sought-after keynotes are within the Future of Work, business culture, workplace engagement, entrepreneurship, and the high achiever mindset.

She started earlier than most having learned more than 200 books by heart before the age of six. She took that same ambition and intellect to found her first management consultancy company on the Swedish market at the age of 17 in 2002. This early creation enabled her to successfully help companies from a large number of industries across European and North American markets – often serving as the catalyst for founders, executives, and management teams to create an impact with projects spanning strategy, leadership, communication, marketing, and growth.

Until she was 19, Therése worked out on a professional level in athletic fitness. The discipline she obtained from being around some of the world's top athletes extended to other areas of her career, including public speaking. When she was 21, she started to guest lecture and speak at the Stockholm School of Economics and the Royal Institute of Technology on topics ranging from entrepreneurship and startups to achievement. During this time, she also became more involved in the startup community.

By the age of 22, she completed her International Coaching Education by Coach U in London. She used these learnings throughout her career and remained actively involved in education as a startup coach and adviser. Her passion for entrepreneurship made her a jury member at the largest business plan competition in Sweden, Venture Cup, at the age of 23. She also started to regularly organize 'business casual' events in central Stockholm, serving as a catalyst and connector helping grow one of the world's fastest growing startup communities – Stockholm, Sweden.

Therése continued her education and earned her Master of Science in Business and Economics at the age of 26. Her degree from the Stockholm School of Economics was focused on marketing, and she conducted extensive research on the entrepreneurial mindset, publishing a paper titled "Courage, motivation, and setbacks – the road to success in entrepreneurship?"

By the age of 27, Therése became a board member for Silicon Vikings where she served for three years. In her role with this collaborative non-profit, Therése helped connect "Nordic assets" to Silicon Valley's networked business and educational ecosystems.

After more than a decade as a Performance and Achievement Coach, startup advisor and Keynote Speaker, Therése founded 30minMBA – the award-winning company dedicated to supporting companies in re-imagining their workplaces through the philosophy of the Future of Work. The purpose-driven company has its foundation in empowering individuals to reach their full potential. Today, she is leading a multidisciplinary team spanning three continents as CEO, and together they are bridging the gap between what science knows and what business does.

At the age of 29, Therése took her keynote and motivational speaking endeavors to the next level when she spoke at the Web Summit, one of the leading tech conferences in the world, as well as several other top conferences – influencing more than 10,000 people in one year alone.

Offstage, Therése has graced the pages of some of the biggest media publications with key features and interviews in Sweden's largest newspaper Svenska Dagbladet (SvD), leading Swedish business magazine Veckans Affärer, and Shortcut Magazine, to name a few.

By the age of 30, she began to be recognized on prominent stages for her work. First, she was awarded the second place in the Swedish Final for TEDx Made In Europe. A few weeks later, she was awarded the prestigious award and Sweden's largest prize for innovators, SKAPA – in memory of Alfred Nobel called The Future Innovation Award.

At the end of 2016 at the age of 31, Therése was included in the Nordic 100 list, recognizing the most influential and impactful individuals in the tech and startup communities in the Nordics. In May 2018, Therése founded Be Brilliant Academy with actionable on-demand courses tailored for high achievers.

Today Therése is advising leading companies worldwide in re-designing their culture. She also works as a Performance and Achievement Coach for founders and C-level executives globally to excel both personally and professionally. Additionally, Therése spends a significant amount of her time traveling as she is frequently invited to speak about the Future of Work at conferences all over Europe and North America.

While she has been successful on many fronts and has accomplished it all at a young age, she is very focused on what's ahead and believes her greatest accomplishments are still to come.

Learn more at ThereseGedda.com



Want to book the renowned Keynote Speaker and Award-Winning Entrepreneur for your next conference or corporate event?

Reach out to speaking@theresegedda.com

Therése is one of the most talented individuals that I have met in my life

– Jacob Leander-Olsson, VA's Super talent 2013 and Founder of Like.tv at MTG