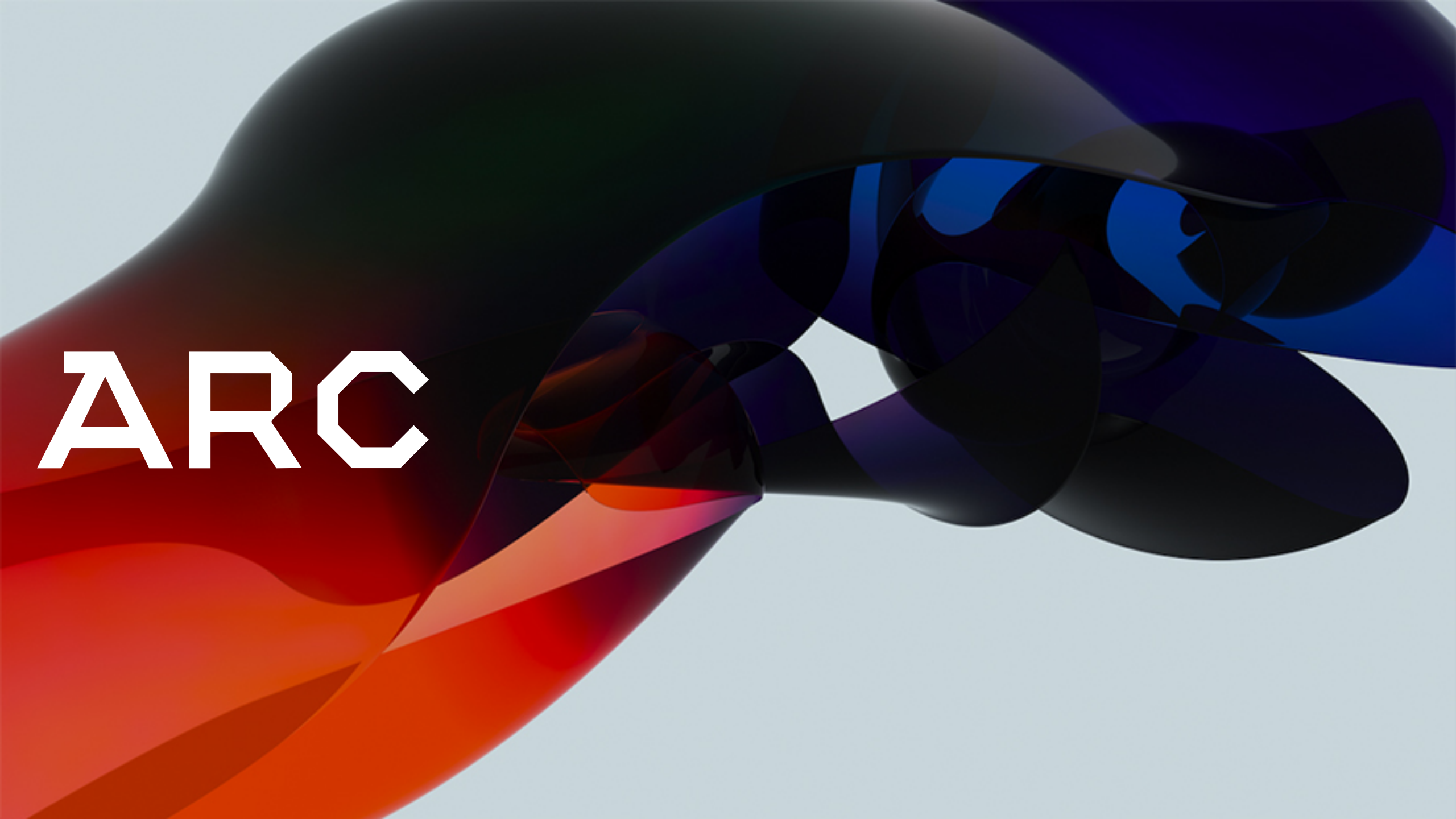




ARC

cupole

Management consultants and strategic advisors, but mostly a collective of creative thinkers with supreme business minds

above

Digital & product innovation agency driving positive change through a seamless fusion of strategy, design & technology.

curamando

Management consultants and digital marketing talents governing growth and digital change in execution consulting

ICI

A diverse team of design thinkers and design doers with expertise in brand development and strategic design

**'BABY
Lion'**

Insight & Digital product design with capabilities from the original ARC companies

Keybroker»

Performance marketers that manage and optimize all digital marketing channels to drive growth

ANIMAL

A house of creativity that makes captivating communication and build products together with the brands shaping our future

UMAIN'

Pioneers in digital product design & software engineering with global recognized technology capabilities

CONVERSIONISTA!

Passionate conversion optimizers that have evolved to a test-driven UX & service design partner delivering growth

THE ARC
ARC Arise Consulting Group
family

A human doing vs a human being

EDUCATION & PROFESSIONAL EXPERIENCE



1994 – 1998,
Uppsala University
Masters degree, Human
Resources



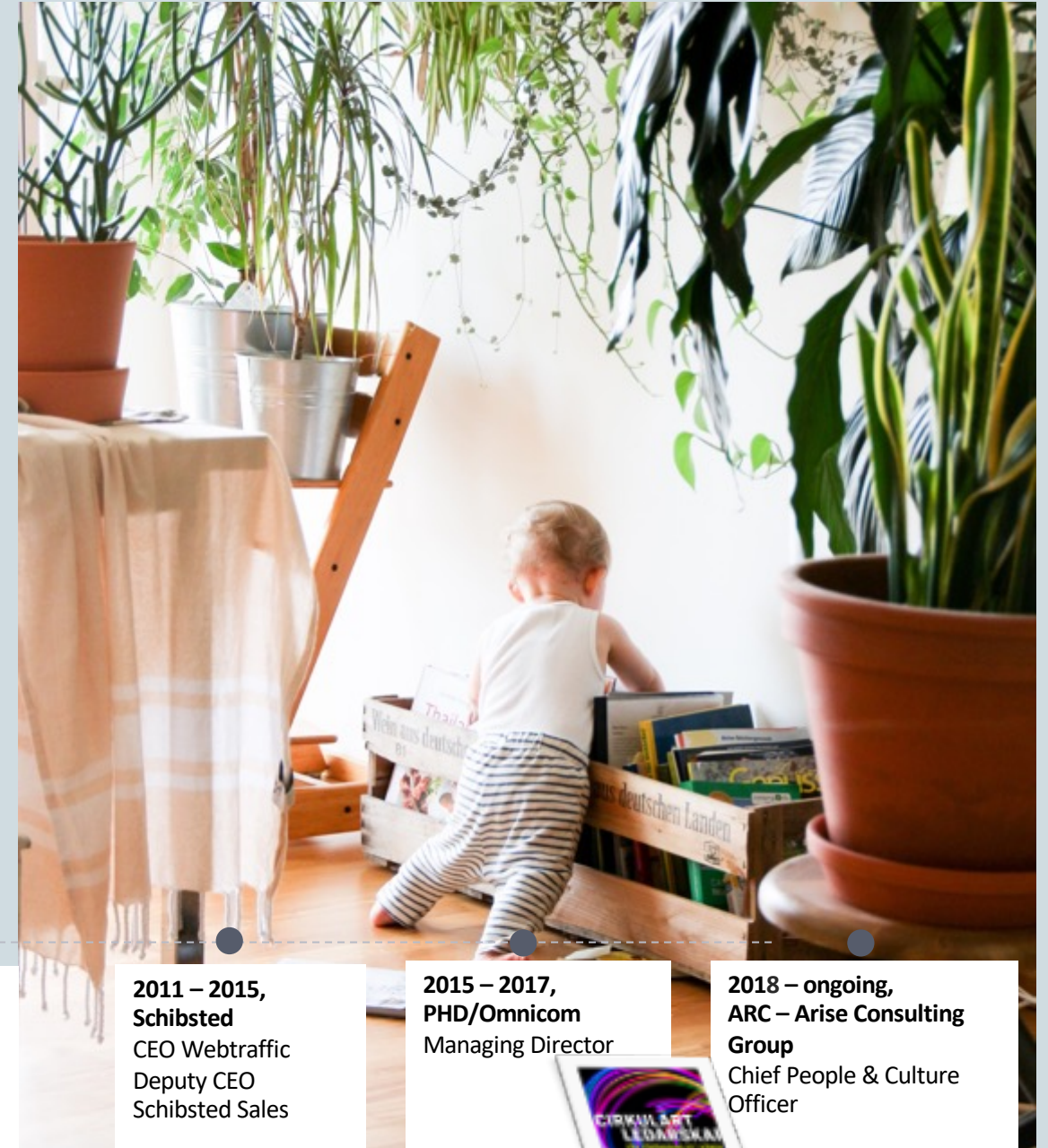
1998 - 2000,
The Institute of
sales training &
leadership
Sales & Leadership
Consultant

2000 – 2010,
International Data Group
Sales Manager/Director

2011 – 2015,
Schibsted
CEO Webtraffic
Deputy CEO
Schibsted Sales

2015 – 2017,
PHD/Omnicom
Managing Director

2018 – ongoing,
ARC – Arise Consulting
Group
Chief People & Culture
Officer



”Bring your whole self to work”

Sheryl Sandberg



1. LINJÄRT LEDARSKAP

A → B

"Det är prestationer = aktivitet & hastighet
och gör det som är mest bråttom, just nu
– hela tiden..."

Prestation = aktivitet & hastighet

Thomas Sjögren, i Kockarnas Kamp

“Pumpa luften ur systemet”



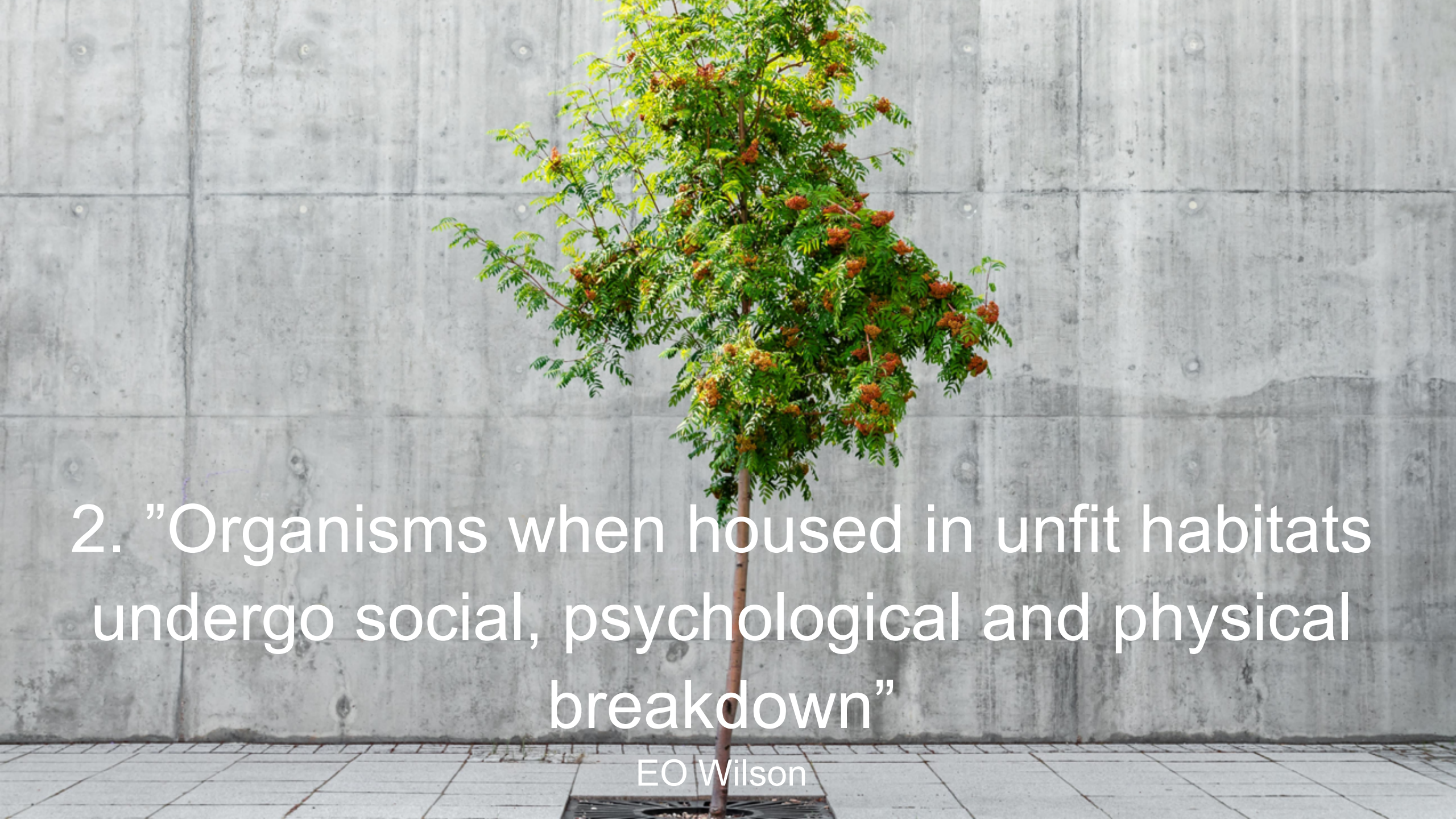
A soccer player in an orange kit is captured in a dynamic pose, about to kick a soccer ball on a green field. The player's right leg is extended forward, and their left leg is bent. They are wearing orange socks and white cleats. A white line is visible on the grass. The background is a lush green field.

94%

1. Att göra något, gör att vi tror oss ha läget under kontroll
2. Vi vill inte fatta beslut som är svåra att förklara för andra

Fight. Flight. Freeze.



A small, young tree with green leaves and clusters of orange-red berries is planted in a square metal planter. The planter is set into a light-colored tiled floor. Behind the tree is a large, grey concrete wall made of rectangular panels. The scene is brightly lit, suggesting daylight.

2. "Organisms when housed in unfit habitats undergo social, psychological and physical breakdown"

EO Wilson



3. "Något jag sett ställa till det för chefer mer än något annat är extremt stark ambition. Det kan verka konstigt, men om man inte kan hantera den drivkraften så kan den lätt leda till att man ägnar sig åt fel saker."

Annie McKee, PhD & ledarskapsguru

- 
- A scenic landscape photograph. In the foreground, the dark, silhouetted branches of a large tree with green leaves frame the top and right sides of the image. Below the tree, a vast, flat green field stretches to the horizon. In the distance, a line of trees is visible against a sky with soft, wispy clouds. The sky transitions from a pale blue at the top to a warm orange and yellow near the horizon, suggesting a sunset or sunrise. The overall mood is peaceful and contemplative.
1. **Kunskap** om mänsklig prestation, med målet att våga komplettera drivkraft med dragningskraft
 2. **Verktyg** för att behålla lust, klarsynthet och uthållighet i ledarrollen, även när vi tar nästa karriärskliv

Övning: Färglägg fälten nedan, från noll upp till hundra – och du får snabbt en överblick över hur mycket ansvar du tar för olika, men lika viktiga, delar i ditt liv. Har du en bred bas att stå på eller tippar det över upptill?

Hur mycket ansvar tar du i ditt liv för...

	0	25	50	75	100%
ditt arbete?					
dina närmaste?					
dina relationer?					
dina matvanor?					
din motion?					
din sömn?					
dina känslor?					
din personliga utveckling?					
att du fyller på med livsenergi?					

