

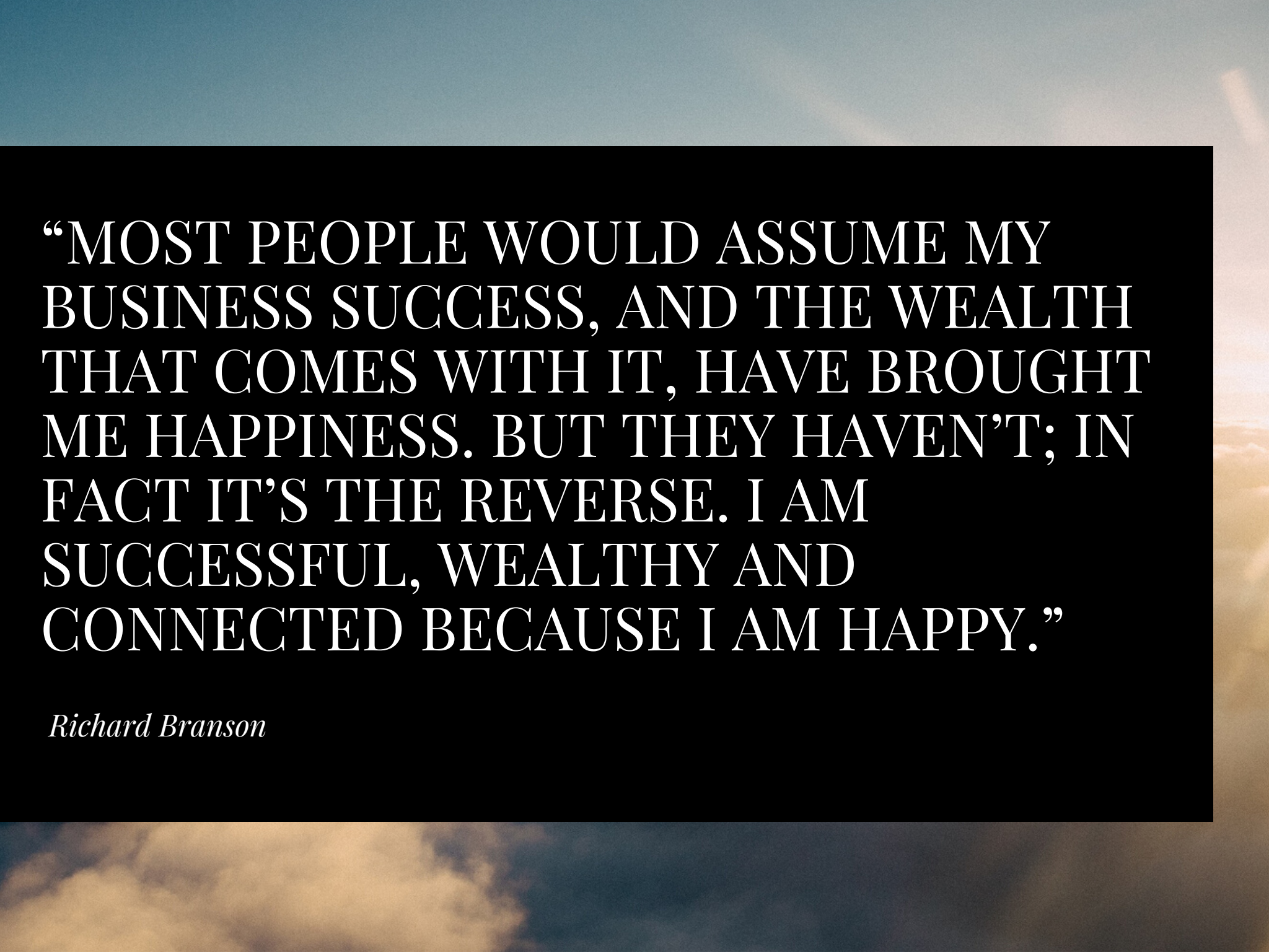
A full-page background image featuring a person's silhouette standing on a dark, rocky ridge. The person is looking up at a vast night sky filled with stars. The Milky Way galaxy is prominently visible, arching across the sky with a vibrant pink and purple hue. The lower part of the sky transitions into a warm yellow and orange glow. The overall scene conveys a sense of awe, wonder, and contemplation.

FEARLESS MINDS



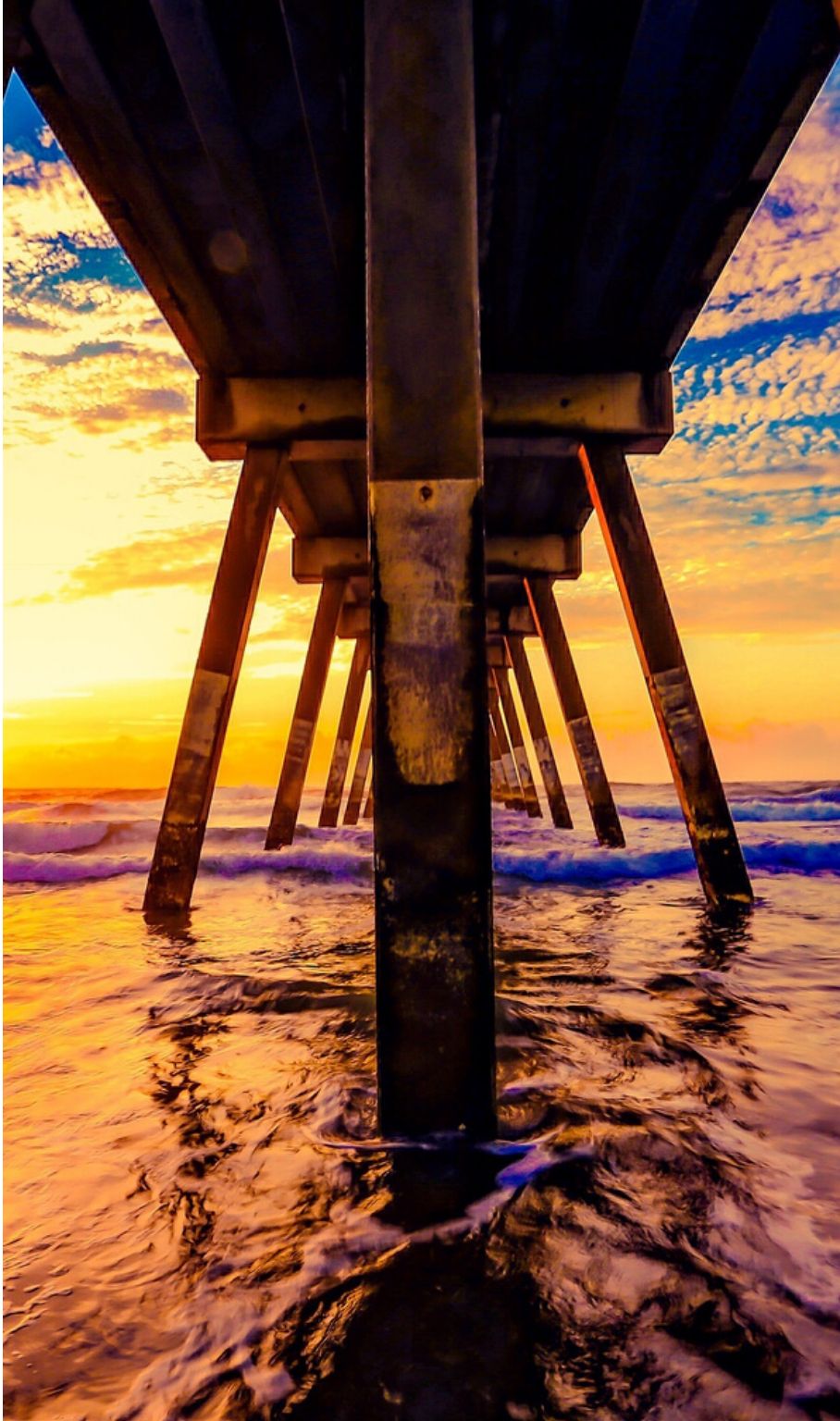
The formula we were taught is broken..

HAPPINESS FUELS
SUCCESS – NOT THE
OTHER WAY AROUND.



“MOST PEOPLE WOULD ASSUME MY BUSINESS SUCCESS, AND THE WEALTH THAT COMES WITH IT, HAVE BROUGHT ME HAPPINESS. BUT THEY HAVEN’T; IN FACT IT’S THE REVERSE. I AM SUCCESSFUL, WEALTHY AND CONNECTED BECAUSE I AM HAPPY.”

Richard Branson



AND SCIENCE IS BACKING IT UP..

“When we are positive, our brains become more engaged, creative, motivated, energetic, resilient, and productive at work”

“This isn’t just an empty mantra. This discovery has been repeatedly borne out by rigorous research in psychology and neuroscience, management studies, and the bottom lines of organizations around the globe”

- Shawn Achor, Harvard University



LEAD THE CHANGE

**DUE TO GLOBALIZATION AND
INTERNET, COMPETITION IS
GETTING TOUGHER...**



**...TO SUCCEED, YOU HAVE
TO LEARN QUICKER AND LEAD
THE CHANGE...**



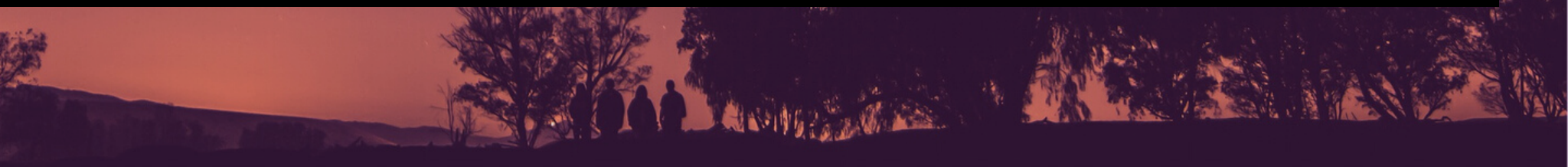
**YOU HAVE TO DARE TO THINK
NEW, BIG, DIFFERENT AND WAY
OUTSIDE THE BOX...**



**...AND BE ABLE TO TRANSFORM
THOSE IDEAS INTO REALITY -
WHILE BRINGING THE TEAM
WITH YOU.**

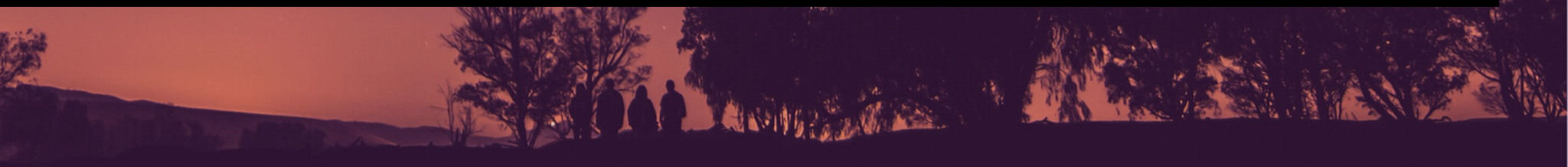
To achieve this, a team of "FearLESS Minds" is needed. A team with a culture that is dominated by a sky's-the-limit mindset. Where no idea is too small, too stupid, or too scary.

Where the driving force isn't fear or pressure - but instead curiosity, creativity and courage.



This is when we start working, not harder, but smarter – because we access our creativity, curiosity and innate ability to learn and grow.

This is when we start getting pulled by pleasure, instead of pushed by pressure.




BENEFITS OF A FEARLESS TEAM:

- Increased creativity
- Reduced stress
- Increased empathy
- Improved problem solving ability
- Increased team spirit
- Increased understanding for differences between departments
- Increased ability to give and receive feedback
- Increased desire to learn and grow



SOME OF OUR CLIENTS...





"I don't think our conference would have been the success it was if we didn't have the Fearless Minds afternoon. The discussions we had were very fruitful, personal and honest and gave us really good insight on how we should act to bring out the potential from all of us. Having a fearless mindset is imperative for any company that is ambitious and wants to see real growth. It actually works and does wonders for creativity and productivity."

– Customer and CEO

CLIENT TESTIMONIAL



80%

found the information very
usable in their daily work

73%

of all attendees ranked
the workshop 5/5

"I've worked for 20 years and gone to many leadership training programs. I've never seen anything like this. They dare to be personal and vulnerable, which makes all the difference. You notice the change in the room and in people."

CLIENT TESTIMONIAL

oriflame

natural swedish cosmetics

82%

would recommend the concept
to a friend/colleague/other



90%

of all attendees ranked
the workshop 3/4 or 4/4

"I wasn't sure I had time to prioritize coming, but I'm so happy I did! It was really worth the time and I learned a lot about myself."

Max Barclay, CEO of Newsec, mentions the concept as one of the year's two highlights:

DARE TO THINK FREELY

It can be easy to get stuck in one's ways and stick to what's familiar, thereby underestimating the importance of challenging one's perspectives and plunging into new situations, outside the immediate comfort zone. It happens all the time, and it happens to all of us.

Over the past few months, I have been confronted with the importance of diversity for my development. During a recent trip to California, I was confronted with another acceptance for differences than in Sweden. The nuance of your skin, the color of your hair, what you're wearing - all of that matters less than what you have to say, and it's rare to see someone get judged for sticking their neck out.

In the autumn, I came into contact with Sophie Rosén Hellström and Maria Stenvinkel and their concept High Vibe Mornings, workshops centered on well-being and personal development. Participating in their work, I have learned a great deal about my own reactions to different situations, and have once again been reminded of the importance of taking a moment to stop and reflect in the daily merry-go-round.

A conclusion and a reminder, is that the way we experience and interpret the world to a significant degree comes down to perspective and psychology.

The housing market is likely the segment of the real estate industry most sensitive to precisely that. When newspapers report that a great many companies risk financial hardship, some

mean that a significant number of companies are at risk?

Sweden is losing out on business compared to the rest of the world substantially so when compared to France and Germany. Growth is linked to innovation and it will therefore be that segment after that that will be affected. What happens to our functioning housing market if we actually observe

Even if Sweden is losing competitiveness, we do have our demographics. In addition, Sweden has a so despite a large population, a good balance between older and younger people. If we can manage to get into a strong position to the rest of the country.

Given this backdrop, what responsibility do we have? Who are we building in? Which segment are we building in? Are we stuck in our traditional analyses or are we believing in myths?

In this issue of the housing market, we take on the sensitive



SOPHIE ROSÉN-HELLSTRÖM

- Co-founder of **Fearless Minds**
- Co-founder of a **female community**,
+22 000 members
- Strong passion for **people, psychology,**
and **personal development**
- Interviewed in Nordea's podcast
Superentreprenörerna

PREVIOUS EXPERIENCE:

- Partner in the management consultancy
business Vadestra Strategy (2010-2016)
- Author of the book "*Towards Full Potential*"
- Graduate of Stockholm School of Economics
- Certified and active coach
- Profound experience in strategy, sales, and
business development



MARIA STENVINKEL

- Co-founder of **Fearless Minds**
- Founder of **Fabulous Mondays**; with +5000 readers from 100 countries
- **Writer** for world-renowned sites like the HuffPost and MindBodyGreen
- Interviewed in **ELLE** (July 2017)
- Interviewed in Nordea's podcast **Superentreprenörerna**

PREVIOUS EXPERIENCE:

- International marketing at PayPal in Paris (Europe, Middle East & Africa)
- Certified yoga teacher
- Graduate of Uppsala University
- Profound experience in sales, finance, and business development



CHRISTER OLSSON

- One of the most hired lecturers in the Nordics
- Extensive experience working with businesses, leadership, and company cultures
- Worked with companies such as IKEA, ICA, Volvo, Skanska, Nordic Choice Hotels etc
- Interviewed in "Framgångspodden"
- Author of "*Vart är Du på väg – Och vill du dit?*", "*Du läcker vad du tänker*" and "*Du lever så länge du lär – från veta till göra*"



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