

An astronaut in a white spacesuit is floating in space, positioned in the center-right of the frame. The background is a vibrant, colorful nebula with shades of red, purple, and blue, set against a dark blue field of stars. The overall image has a halftone or dot-matrix texture.

fearless MINDS

Self-leadership and cultural development for
companies that value and love their employees

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INTRODUCTION

Co-founder Sophie (to the right) has a background in management consultancy, is the author of the book "Towards Full Potential" and was elected "Top 10: Most Likely to Succeed" by the Stockholm School of Economics.

Co-founder Maria (to the left) worked for PayPal in Paris, is a writer for world-renowned sites like the Huffington Post, Thrive Global and MindBodyGreen. Today she is the Chief Culture & People Officer at a fast-growing tech company.



SOME OF OUR CLIENTS



Danderyds Sjukhus



natural swedish cosmetics



OFFERING

Self-leadership programs for leading-edge companies:

1. Fearless Leaders Academy (in-depth program for teams, 2 days)
2. Inspirational workshops (1-2 hours for teams)
3. Online course (for high-achieving individuals)
4. Podcast



"It was really inspiring!"

- Marika, Google

"We got a record number of participants when we invited Sophie and Maria. The feedback afterward was striking - extremely appreciated among the participants. I can highly recommend them!"

-Madeleine, CEO Agentum

"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."

- Stefan CEO, Data Talks

A FEARLESS MINDSET IS KEY TO BUILD SUCCESSFUL TEAMS AND TO STAY COMPETITIVE ON THE MARKET

WORKING HARD ISN'T THE SMART CHOICE

Competition is fierce. Most workplaces tackle competition by working harder and adding pressure. This might work short-term, but long-term it leads to stress, burn out and unhappy employees. Instead, the key is to understand your biology so you can access a fearless state and truly access your full potential. This is where you work smarter, become solution-oriented, creative and think outside the box. Ultimately, this is where you feel good and perform at your best.

CULTURE IS KEY, BUT HARD TO IMPLEMENT

A strong culture attracts and retains talent. It also increases net income (756% over eleven years, according to a Harvard study). By implementing a fearless mindset among employees, you enable a strong and healthy culture that everyone is accountable for.

HIRING TOP TALENT ISN'T ENOUGH

Top talent must feel safe in order to thrive. According to Google's Aristoteles project, the single most important factor to create successful and effective teams is psychological safety. Also, to retain top talent you must provide a workplace where they can grow and thrive - both professionally and personally.

DIGITAL DISTANCE FEEDS THE NEED FOR CONNECTION

Digital and technological progress enable remote work and a geographically spread workforce. However, group dynamics and team spirit is often at the expense. Consequently, the human need for connection and unity is larger and important in order to create strong and effective teams.

EMPLOYEES ARE LIVING IN STRESS

On average, people spend 70% of their time in a stress-related state. This is where we are limited biologically and cannot access our creativity, problem-solving skills, empathy etc. Instead we overly focus on risks, problems and what can go wrong. By cultivating a fearless mindset, employees access their frontal part of their brain and thus their full intelligence.

The associated costs (e.g. sick leave, high turnover etc) are high for companies.

WHAT IS A FEARLESS MINDSET?

When we are exposed to stress we primarily access the primitive backpart of our brain and act instinctively. This is where we have a fear-based mindset. When we are fearless we access the frontal part of our brain and this is where our full intelligence is situated (fearless-mindset)*.

Our mission is to help employees move from a fear-based to a fearless mindset.

FEAR-BASED

- Biologically limited perspective (only accessing the primitive backpart of the brain)
- In "fight, flight or freeze"
- Focused on problems
- Focused on risks & things that can go wrong
- Selfish (think of oneself primarily)
- Focused on survival
- Suspicious and think thoughts such as: "Am I safe here?" "Do people want me here?"
- Driven by fear and act instinctively on it
- Less skilled at communicating and interacting socially



FEARLESS

- Access your full potential (reach the frontal part of your brain)
- Solution-oriented
- Clear headed and can see the bigger picture
- Focused on opportunities
- Focused on the group
- Creative
- Innovative
- Feel empathy and reach your intuition
- Feel fear, but are able not to act on it
- Good at communicating and interacting socially
- Equipped to make wise decisions



How we support companies to implement a fearless mindset:

- 1. Fearless Leaders Academy** (in-depth program for teams, 2 days)
- 2. Inspirational workshops** (1-2 hours for teams)
- 3. Online course** (for high-achieving individuals)
- 4. Podcast**

Fearless Leaders

Academy

Strengthen self-leadership. Elevate group intelligence.

FEARLESS LEADERS

Academy

SELF-AWARENESS

Help individuals understand themselves better - their thoughts, emotions and behaviors.

EMPOWERMENT

Provide powerful tools and insights to activate their full potential (i.e. to be fearless) and to influence each other to become fearless.

IMPROVED PERFORMANCE

Unleash the individual and group intelligence.

Improve effectiveness, creativity, communication skills etc.

FUTURE-PROOFED

Provide the foundation to keep and attract talent.

Equip the organization to tackle future changes, challenges, and opportunities.

The Fearless Leaders Academy program secures and strengthens psychological safety.

Keeping company attractive and competitive

Unleashed group intelligence

Self-leadership



Me and my role

Me and my team

Company

There are great spillover effects throughout the whole organization when you invest in our program. The program benefits the individual as well as the team, and ultimately the whole organization.

FEARLESS LEADERS

Academy

Data gathering

1

ONLINE
Anonymous survey

Education, Practice & Collaboration (workshop)

2

IN PERSON
2 days

Implementation

3

NORMAL WORKING DAYS
~3 weeks

Team reflection & Follow up

4

ONLINE/
AT OFFICE
1-2 hrs

FEARLESS LEADERS

Academy

Data
gathering

1

ONLINE
Anonymous
survey

Data gathering

Anonymous survey for participants is made in advance to tailor the 2-day program for each team. This is crucial to pinpoint problems, fears, behaviors and dissatisfaction that are often not shared with management. These hurdles need to surface in order to create a fearless workforce.

FEARLESS LEADERS

Academy

Education, Practice
& Collaboration

2

IN PERSON
2 days

Workshop (2 full days)

We provide powerful insights, tools, and exercises with the purpose to help employees understand themselves better, cultivate a fearless mindset, and actively put themselves and team members into a fearless state. Ultimately, we equip people with tools and insights to become a fearless team with high psychological safety.

The workshop days are built to inspire, energize and strengthen the individual as well as the team. Workshop exercises are effective and dynamic, yet fun and playful. They are conducted both individually and in groups.

Example of content (to be tailored based on data from the anonymous survey):

- The formula for fearless and effective communication
- Imposture syndrome - how to stop feeling like a fraud
- Detect and shift limiting beliefs that hold you back
- Keys to strengthen the psychological safety in the team
- How to step outside your comfort zone with greater confidence

FEARLESS LEADERS

Academy

Implementation

3

NORMAL WORKING
DAYS
7-10 days

Implementation

During the workshop days, the team will create an action list with tools, insights and changes they'd like to bring to their team to become fearless. Now is the time to practice what they've learned and implement changes, both individually and as a team.

Individual level:

- Each participant has made a plan on how to sustain and nourish a fearless mindset. This is where new routines and behaviors will be implemented in their everyday life. This is an important step to create accountability and making sure that new habits are maintained.

Team level:

- The group has made a plan on how to stay fearless as a group and secure a psychologically safe work environment. New routines, processes and behaviors will be implemented and practiced.

FEARLESS LEADERS

Academy

Team
reflection &
Follow up

4

ONLINE/
IN PERSON
1-2 hrs

Team reflection & follow up

After initial implementation, each employee will reflect individually before joining the team reflection and follow up session. This is the time to share insights, struggles and reflections - both individually and as a group.

The purpose is to identify success habits and routines to sustain a fearless mindset and psychological safety in the team.

EXPECTED RESULTS FROM THE PROGRAM

- Increased psychological safety
- Strengthened team spirit
- Improved communication skills
- Increased self-confidence and performance
- Reduced stress and increased well-being
- Reduced feeling of imposture syndrome (feeling like a fraud)
- Increased creativity, problem-solving skills and intelligence
- Improved ability to give and take feedback
- Increased self-reflection
- Increased engagement
- Improved culture in the participating team(s)
- Decreased risk of stress and burn out

TESTAMONIAL: H&M



“ The program has helped us come closer as a team and increased the level of trust and psychological safety.

“We've completed the Fearless Leadership Academy and we're super happy with the two days, as well as the outcome. It was a perfect combination of theory, personal reflection and group exercises. The program has helped us come closer as a team and increased the level of trust and psychological safety, that will help us collaborate better and make our contribution to the business even stronger.

We're super grateful to the dynamic Fearless Minds team, and would highly recommend the program for any high achieving teams wanting to come closer and unleash their full potential.”



Lisa Rytter, Head of Media Region North Europa at H&M

TESTAMONIAL: H&M



67%

rated the program as “**excellent**”

100%

think that the program increased the **psychological safety** in the team

83%

think that the program gave them **excellent tools** to handle stress, challenges and frustrations at work

67%

think that the program affected the connection and team spirit positively to a **very great extent***

100%

would **recommend** Fearless Minds to a friend/colleague/other

“It has definitely strengthened our team spirit.”

“Super good connection with all of the members in the team now.”

I thought the hosts (Sophie & Maria), did a great job! Very inspiring people

“Great to get together like this, and focus on personal development rather than tasks and projects.”

TESTAMONIAL: ORIFLAME



82% would recommend Fearless Minds to a friend/colleague/other

90% rated the workshop 3/4 or more



TESTAMONIAL: NEWSEC

NEWSEC

80%

said that they will highly benefit from what they learned in the workshop in their daily life

73%

rated the workshop 5/5



TESTAMONIAL: TUI



90%

of all who listened to the Fearless Minds lecture were very satisfied and wanted to learn more. If you are looking for inspiration, new energy and thoughtful content that makes a difference, I can highly recommend Sophie and Maria!".

– Marc, Head Of People Development & Culture, TUI



TESTAMONIALS

"It was really inspiring!"

- Marika Baltscheffsky, Google

"Amazing, super interesting!"

- Andreas Persson, Netlight Consulting

"I can strongly recommend this program! It's professional, well-made, creative and playful. The program provided an incredible number of interesting insights, tools and exercises that had a great effect and provoked a lot of food for thought."

- Anna Susanna, Agentum

"Very rewarding, easy and fun program. I feel more secure and confident. Now I have a bunch of tools and processes to continue to build a fearless mindset. I can really recommend this program!"

- Siri Wickman, Björn Axén

"The workshop we had with Fearless Minds was 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 actuals works and does wonders for creativity and productivity."

- Stefan Lavén, CEO Data Talks



Contact us at hello@fearlessminds.se