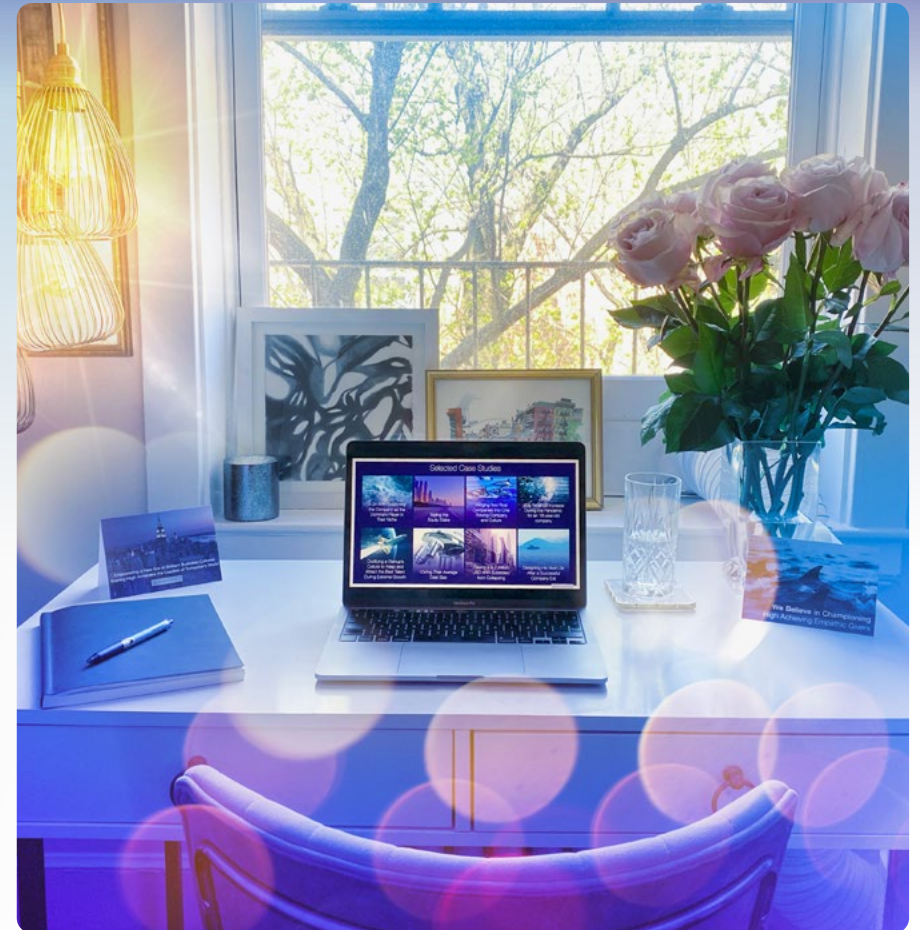


Empowering a New Era of Brilliant Business Cultures Making High Achievers the Leaders of Tomorrow's World

Reimaginez™ is an award-winning company specializing in successfully designing and scaling high performance, thriving company cultures. With 20 years of experience, serving 1,000+ Founders & C-suite clients and impacting over 30,000 company cultures, the Reimaginez team helps founders, CEOs, and leaders keep, attract, and lead High Achievers while living as High Achievers themselves.

We amplify such goals and this kind of impact via One-on-One High-Performance Programs with Founder and Executive Coaching, Keynote Speaking, Performance, Cultural and Leadership Programs, Cultural Transformations, Cultural M&A Integrations, and CEO Advisory.



AS SEEN IN

FORTUNE

Nasdaq



TNW

VentureBeat

CBS



ELEMENTAL MACHINES

TEDx

markit

LVMH

web summit

GEL4MED

LEFT TACKLE CAPITAL

FEATURED ENGAGEMENTS

Culture is Your Silver Bullet

Courage

To change anything, we need to have the courage to acknowledge our current reality. Culture is a way to drive behavior as it is a way to align people with shared values and support each other in overcoming challenges and achieving ambitious goals. If you are not actively investing in your culture, you are at risk of ending up with a mediocre culture or, even worse, a toxic one. By intentionally designing a thriving people and purpose-centric culture, you can successfully scale your company and become a star in your field.

ROI

Culturally-driven companies have 18% more revenue per employee than the average. However, only 20% of employees globally are engaged in their work. A defining characteristic for high achieving companies is a strong and empowering culture.

Commitment

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 are best positioned to 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, courage, and endurance to fully invest and raise it to the next level.

“Therese’s work extends beyond measurable results, though these are undeniably impressive with a significant return on investment. Her work is about fostering a vibrant and sustainable organizational culture that enhances performance, promotes engagement, and drives innovation.

Most importantly, it’s so clear how deeply passionate and driven she is by her mission to bring about positive change while maximizing our potential – that energy is infectious.

Working with Therese and the Reimaginez team represents a powerful investment in the future of any organization. For any leader looking to make significant, positive, and lasting changes to their culture, Therese and her team at Reimaginez offer an outstanding partnership.

Robert Sur

Co-Founder & CEO at Delegate



High Performing Culture By Design

From Aligning to Merging High Performance Thriving Company Cultures

Align Culture

Cultural Alignment is Your Secret Advantage

Tap into each team member's brilliance, build forward momentum through a sense of achievement as a team, achieve peak performance, and design your environment in alignment with empowering values and goals to help your team thrive. Initiatives include Reimaginez Alignment Cultural Workshop Series and Reimaginez Executive Retreats and Offsites.

Design Culture

Culture By Design

Align your people around your vision, effectively champion your best people, remove toxicity, and amplify your impact by designing and building a high performing culture. Initiatives include State of Affairs and Cultural Assessment, Codifying Culture, and Your Cultural Playbook.

Engage High Achievers

The High Achieving Culture

Develop and lead your High Achievers, boost their performance, champion your future talents, and allow them to thrive through the leadership philosophies of tomorrow. Programs include Leadership Reimagined, Performance Reimagined, and Collaboration Reimagined.

Grow with High Achievers

Growing and Magnifying Your Dream Teams

Creating a Thriving Future with Culture-Based Recruitment. Attract, recruit, and onboard High Achievers, boost their performance, keep toxicity away from your company, and help your people thrive via the leadership philosophies of tomorrow. Initiatives include Reimaginez's Culture-Based Recruitment and Performance Onboarding.

Scale Culture

Culture as Your Silver Bullet – Your Chapter of Hyper-Growth

From Cultural Legacy to Market Transformation and Beyond. Align people around your vision, effectively champion your High Achievers, remove toxicity, and amplify impact by designing and scaling a high performing culture. Initiatives include Cultural Transformation Focused on High Achievers, Revenue, Performance, Leadership, and Cultural and Operational Processes, including the program Innovation Reimagined.

Merge Culture (M&As)

Amplifying Performance and Value Through Culturally Aligned Mergers

Aligning everyone around your vision before, during, and after the merger allows you to champion all of your current and incoming High Achievers more effectively, remove toxicity before it becomes entrenched, and design the acceleration of a post-merger impact through an empowered, energized, and high performing culture. Initiatives include M&A Cultural Due Diligence (DD) and M&A Cultural Integration.

1,000+

Founders &
C-Level
Client Served

2,500+

Keynotes
and Talks
Delivered

30,000+

Company
Cultures
Impacted

Introducing One of Our Most Popular Programs

INNOVATION/REIMAGINED

Creating a strong culture of innovation amplifies your company's impact and maintains your competitive edge. However, many companies need help to cultivate this type of culture effectively. That's why Reimaginez has developed the Innovation Reimagined program – a transformative experience designed to elevate your company's solution-oriented mindset by reimagining the customer-centric approach, high impact leadership, and scaling a thriving company culture.

An innovation culture is the lifeblood of any thriving customer-centric company. It fuels growth, drives customer engagement, and cultivates a holistic approach for amplified impact. Achieving and sustaining high levels of innovation requires more than just creative ideas; it demands a strategic, analytical, and comprehensive approach.

This actionable program dives deep into the essence of creativity and collaboration, ensuring that innovation becomes a core component of your company's DNA. It transforms your approach to product development, aligning your vision and value-creation with your dream customers. Through these processes, we foster effective collaboration and alignment within your interdisciplinary teams, highlighting the practical steps needed for developing market-ready solutions. Through this experience, we guide you to enhance your innovation by cocreating with key stakeholders and refining the customer journey optimized for long-term loyalty.

Innovation Reimagined is designed to transform your company from within by creating a unique and tailored innovation strategy and plan for new products and services that will make a significant difference for your dream customers. It also invites your empowered team by providing the tools needed to sustain a culture of continuous growth and creativity.

Imagine a future where your company is a leader in its field, driven by an amplified spirit of innovation and a thriving high performance culture that gives rise to groundbreaking ideas. Join us in transforming your company's approach to innovation to drive long-term growth and profitability with products and services that your customers love.

The Customer-Centric Innovation Program

Highlights from the Experience

1. Introducing Innovation Reimagined

A comprehensive introduction to the Innovation Reimagined program, where we explore the customer-centric philosophy and strategy alongside looking at innovation, market opportunities, and value-creation for the customers in a more holistic way while also discovering the essentials of creativity and design thinking.

2. Reimagining The Dream Customer

Master the art of defining, understanding, and connecting with the dream customer through an immersive exploration of design thinking and the Adoption Curve.

3. Creative Ideation Meets Market Analysis

Elevate your innovation journey by optimizing ideation with a strategic and analytical approach to uncover high value opportunities and to increase sales.

4. Uncover the Untapped Potential

Uncover the transformative potential of understanding when temporary solutions become permanent and exploring what is hidden in plain sight.

5. The Innovation Mindset

Harness the power of the frame in order to move beyond limitations into imagination, take more initiative, and unlock the creative dynamism within your teams.

6. The Journey Towards Loyalty and Fandom

Optimize the White Glove experience throughout the customer journey – before, during, and after – to ensure an exceptional experience and long-lasting impact.

7. Value Creating Innovation

Embrace the holistic approach to understanding what customers truly value and desire while connect the dots between the dream customer tribe and what will stand out in the market.

8. Reimagining the Customers Experience

Immerse yourself in the understanding and action of the two dynamic aspects of cocreation to unlock true value creation for the company and the customers.

9. Storytelling That Sticks and Making It Count

Master the art of how storytelling and business cases can move customers to action while exploring frameworks for effective pitching and how to rally people around a possibility, regardless of whether it is a customer, team member, or leader.

10. Wisdom, Opportunities, Worth

Practice delivery of all the pieces from the innovation deck with conviction and passion, followed by an invaluable round of feedback and share wisdom and highlights from the program.

11. Introducing The Innovation Presentation

Time to shine. Reimaginez delivers a mini keynote about the program and the Innovator's present frameworks, a detailed breakdown of processes, and, of course, their innovations alongside business cases.

Highlighted Endorsements for Cultural Transformation

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 20 years of start-ups, I had the pleasure of meeting and engaging Therese to be my personal founder/executive coach. After a few sessions, I realized that the broader leadership team at my company would also greatly benefit from Therese and her team, so we engaged them to deliver their Cultural and Leadership Program.

They have worked extensively with many startups (especially at different stages of growth) which has given them the empathy to be attentive and responsive to fast-paced environments. They bring a unique combination of coaching management teams on both leadership development and business strategy, scale-up challenges, and establishing the right company values to enable a clear strategic direction. I was particularly impressed when they were able to bridge between people of different professional and personality backgrounds and get everyone “speaking the same language.”

By bringing their unique perspective on how to design and scale cultures to enable companies to grow sustainably, this program has had a lasting impact on our productivity and performance and has greatly improved collaboration and communication across the company. Over the years they have developed proprietary techniques and frameworks to model company culture, workplace engagement, leadership development, and recruitment (to name a few) to enable these skills to become teachable and actionable.

Therese and her team will empower your leadership team to identify and nurture high potential employees and develop them into high achievers, inspire creativity amongst the teams to achieve extraordinary goals, and create scalable support systems based on behavioral science. They have been a great asset to our company, and I’ve recommended them to several other executives who have also gone on to have very positive continued engagements with them.

Sridhar Iyengar

Founder and CEO at Elemental Machines

During my tenure as the Chief Technology Officer (CTO) of a fast-growing, high-tech, Cambridge-based company, I have participated in numerous cultural and leadership programs designed by Therese and her Reimaginez team. The programs are, without a doubt, one of the most valuable things offered by my employer. These programs not only enabled me to grow as a leader and sharpen my leadership skills but are critical for transforming members of a newly formed leadership team, from co-workers into team players.

Her work has been instrumental in overcoming two major crises and has enabled the management team to be united, thus avoiding potentially catastrophic effects for the business. Therese has a very impressive track record, and I believe she is a black belt in her field.

Salvatore Savo

Co-founder of TetraScience and CTO
of Elemental Machines

High Achievers Outperform
the Average Worker by

10% in Productivity **20%** in Sales **30%** in Profitability

Looking for a Yoda in Your Corner?

High Performance Executive Coaching Programs for Impact-Driven and High Achieving Founders and CEOs

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 20 years through her transformative change programs where everything is done with a purpose.

Each journey starts with a first step based on your dreams and goals. So the question is, whom do you wish was on your side, as you make your way through your own hero's journey?



**Executive Coaching
can Increase
Work Performance
by 70%**

“Therése is an extraordinary Founder/ Executive Coach, and working with her continues to have a significant impact on my career and life. Therése is exceptional at custom-tailoring her frameworks and individual advice to create an immediate as well as long-lasting impact. I couldn't be happier about working with her and have recommended her to many founders and other High Potential and High Achiever friends and colleagues.

Jan Schnorr
Co-founder of C2Sense

“...this is why I am so thankful that Therése and Reimaginez have built novel frameworks filled with space for empathy and understanding that allow her to be an uncommonly effective founder and culture therapist. Her keen eye for maximizing strengths and minimizing growing pains for founders and companies is, from my experience, unique in its approach and effect, and I would recommend to anyone running a company that understanding Therése's perspective will be of inestimable value.

Alex Nichols
Co-Founder at florrent

Introducing The High Achieving Thriving Founder Program

Executive Coaching Programs Designed for Achievement

The High Achieving Founder – The Thriving Founder Program program is holistic, experiential, and practical. It is designed to maximize your immediate impact and value over time by creating and scaling the structures and conditions necessary to thrive sustainably as positively disruptive founders, leaders, and CEOs.

Designing and Scaling High Performance Culture

Learn how to align your people around your vision, effectively champion your best people, remove toxicity, and amplify your impact by designing and scaling a high-performing culture.

CEOship of High Growth Company

Learn how to excel in the role of the Founder, navigate the wilderness, and build a strong ecosystem.

High Impact Leadership and Team Building

Learn how to elevate your company by understanding how to effectively recruit, develop and lead High Achievers, boost their performance, and help them thrive through the leadership philosophies of tomorrow.

High Achieving Mindset, Performance and Lifestyle Design

Learn how to tap into your brilliance, build forward momentum through a sense of achievement, peak performance, and design an environment in alignment with your values and goals to help you thrive while achieving the seemingly impossible. Explore the power of value-based lifestyle design and experience greater fulfillment, direction, and achievement.



I have had the pleasure and privilege of working with Therese on building a people and purpose-centric culture and highly recommend her to anyone who is serious about elevating their performance and improving the quality of their life. She helped me see and understand myself, and has given me the tools for how to take my professional and personal life to another level.

James Benedict, Co-Founder & Vice Chairman at Bedowin360 Capital and Co-Founder

The Philosophy Behind the High Achieving Founder and Executive Coaching Programs

Every program is uniquely tailored around your values, goals, dreams, and priorities. Every session is different, and the entire experience is designed to address the most urgent and impactful crossroads, decisions and uncertainties you are facing.

The greater commitment, the more transformative it will be, and the more opportunities you will have to discover and address all aspects of your business and your life which contribute to your success, wellbeing, and fulfillment.

Founders, CEOs and Investors often refer to Therese as

Yoda

Stand-In
Co-Founder

Founder
Therapist

CEO Advisor

Master
Teacher

Performance
Coach

What Clients Love About Our Delivery

Deep understanding of and experience with **High Achievers' and founders'** lifestyles and mindsets after working with **1,000+ over 20 years.**

Strategic, operational, and tactical support for **transforming company cultures**, developing high achieving **leadership** abilities, aligning **strategic** direction, and delivering transformative **growth.**

Actionable change with proven, proprietary frameworks and tools aimed at achieving **success**, accelerating **performance**, and increasing **engagement.**

Highlighted Case
Studies and
Success Stories

3x Annual Recurring Revenue (ARR), Positioning the Company as the Dominant Player in Their Niche

Client: High-growth, VC-backed life sciences company headquartered in the US.

Challenge: Engage a mixed culture of High Performers and Cruisers to develop and scale a High Achieving Culture during an unprecedented period of growth, fundraising, growing pains, and new business.

Results: To implement a cultural transformation, we focused on a mix of **strategic, tactical, and operational programs and initiatives**. Reimaginez implemented several cultural initiatives and training and development programs, which enabled the team to experience a **50% increase in growth with High Performers**.

To level up the team, we implemented **several Futuristic Leadership Programs** for management and next-generation leaders **to strengthen and level up the teams**. Alongside the client, we also advanced the culture and leadership from a mixed performance to a High Achieving Culture.

We helped the company to develop **a proven recruitment methodology** to attract more culturally aligned High Performers; the client adopted and implemented the proprietary processes, models, and frameworks that included The People and Purpose Centric Recruit on Culture Framework™.

We helped the company **shift to a fully-remote model, align resources and people, and scale** the company. Additionally, we **leveraged product-market fit to increase market share** that led to becoming the dominant player in their niche by creating a **3x growth in Annual Recurring Revenue in one year**.

“Meetings with Therese are a bright spot on my calendar. Her unique perception and listening skills allow her to gather context and details about our needs and challenges and deliver guidance, feedback, and action plans that are relevant and truly helpful. As an early-stage company, we’re lucky to be building with Therese at our side; she’s a sounding board and has a depth and breadth of experience that help fuel our confidence.

Her ability to see challenges that might exist under the surface, or even in the subconscious, is unparalleled and so valuable. Therese encourages us to face obstacles head-on before they hinder our success.

Meredith Danberg-Ficarelli
Co-founder and CEO of WATS

Developing Six Innovations with One of Them Worth \$3.5M in Revenue Over Four Years

Client: High-growth, Series B life sciences company based in Massachusetts.

Challenge: Despite an established market share and early successes, the company had lost some of its innovative edge. They were looking to reignite the creative and innovative spirit they were founded upon and develop innovative high-value products and services to grow market share and revenue.

Results: Over ten months, we delivered our Innovation Reimagined Program to several senior technical leaders, including the CTO. The program's goal was to develop an **innovation culture**, an **innovation mindset among the leaders**, and develop one innovation that was ready for launch with a significant impact on revenue.

During the program, we explore the customer-centric philosophy and strategy alongside looking at innovation, market opportunities, and value-creation for the customers in a more holistic and analytical way while applying creativity and design thinking to the process.

The program didn't only develop one innovation but six in total. They were created in **collaboration with the company's dream customers**, aligned with the vision of the company, and in service to the market. This market pull instead of market push approach helped the company create a unique and tailored innovation strategy with products and services desired by the market and a readiness to buy.

One of the innovations alone was worth half a million year one and one million per year for the following three. Besides the overall value of **\$3.5M in revenue for one innovation alone**, the additional innovations **secured the company's competitiveness** in the market and additional **revenue with high profitability**.

Besides developing six innovations in two different product categories, the team members also ended up closing a significant deal with one of the dream customers who they cocreated with during the program.

In essence, this **customer-centric innovation program** enabled the development of a strong culture of innovation, amplified the company's impact and strategic direction, and brought in more revenue than the founder could imagine before we started.

45% Revenue Increase During the Pandemic for an 18-year-old company

Client: Founder and CEO of an 18-year-old high-growth SaaS company in Europe with over nearly 200 million USD in annual revenue and a significant presence in 38 countries.

Challenge: Strengthen and align the CEOs, management team, and the board, remove roadblocks of internal conflicts to scale and set the company up for success with a strategic and cultural plan.

Results: With **an already thriving culture**, company leadership needed help navigating challenges that included **removing toxic individuals** and **refinancing the company**. Therese worked **directly with the CEO** to **elevate his leadership** and public image, **partner with stakeholders**, and **thrive under extreme pressure**. There was also success in strengthening the management team, leveling up performance throughout the company, and improving cultural initiatives.

Therese also provided long- and short-term **strategic, operational, and tactical support** to **scale and set the direction of the company** with the 2028 vision in mind. These pillars helped the client **align the board and leadership** on collaboration, **strengthen the culture of kindness and performance**, and execute initiatives to **substantially outperform growth targets**.

The outcome of addressing these challenges swiftly resulted in a 45% growth in revenue which is the best year-over-year (YOY) in the company's history.

10x Average Deal Sizes

Client: Serial Founder and CEO of a Series-A health-tech company in the US.

Challenge: Scaling up yearly revenue and closing large commercial partnerships to secure market share.

Results: The underlying challenge was a **disconnect between the goals, strategies, and priorities within the company**, especially between the engineering and commercial teams. Steps taken included **aligning the company** around a united vision and **strengthening their culture**, followed by a **targeted commercial strategy** focused on clearer dream personas and value propositions. These initiatives resulted in **increasing the average deal size by more than ten times**.



Merging Two Rival Companies Into One Thriving Company and Culture

Client: High-growth, VC-backed life sciences company headquartered in the US.

Challenge: A (smaller) company, our client, acquired a (larger) competitor making it crucial to align and integrate two competing companies on culture, leadership, and strategy. Not only did these competitors differ in dynamics and cultures, but also languages, foundations, challenges, and opportunities. Some might have called the environment of the acquired company mediocre or challenged.

Results: To successfully orchestrate a **cultural integration**, it was crucial to get the key players to agree on a **joint vision** that would provide a **common ground to perform, collaborate, and thrive as a single unit**. Reimaginez worked with the **C-suite and key stakeholders** of each of the companies to **establish a deep level of trust and support**. Uncovering unifying threads around values, goals, and leadership and developing and implementing the cultural integration plan ensured a smooth integration, setting them up for future success and exponential growth.

Turning a Brilliant Scientist with a Successful Corporate Career into a Thriving Startup CEO

Client: Founder and CEO of a successful startup within MedTech in Boston.

Challenge: Mastering the startup CEO rollercoaster of a million things to do while keeping himself and his teams delivering strong results.

Results: This Founder's underlying challenges were **balancing briefings from lab studies, pitching investors, getting ready for FDA approval, and later commercialization all at the same time**. Together with Therése, they worked on **designing and scaling a thriving culture** while **building out the team** with complementary competencies and a **strong cultural alignment**, training the Founder in **pitching and negotiating effectively**, and helping him grow into the **leader he always wanted to be**.



Meet the Founder and CEO

Meet Therése Gedda, Founder and CEO of Reimaginez. She is an **award-winning entrepreneur** known for championing thriving high performance companies and cultures. Her vision is to transform company cultures from toxic or mediocre to thriving and brilliant.

Therése started her entrepreneurial journey when she founded a management consultancy firm at the age of 17. Today, she brings **20+ years of entrepreneurial experience** from running multiple companies, including tech startups, to Reimaginez. She has developed proprietary frameworks proven to deliver transformative change in startups and scaleups.

Therése has impacted more than **30,000+ companies** worldwide, and she has been featured on **CBS, NBC News**, Fortune, Nasdaq, and VentureBeat.

Therése is a sought-after **CEO Advisor** and Executive Coach specifically for High Achievers. She has worked directly with over **1,000 founders, CEOs**, and C-level clients over the years, often being referred to as “Yoda,” “Master Teacher,” and “Founder Therapist.”

As a professional speaker, Therése has **toured over 10 countries** as an invited **Keynote Speaker**, covering topics such as **High Performance Culture**, the **Future of Work**, and the High Achiever Mindset. Therése has been featured at invitation-only events in New York City, as well as exclusive events led by companies such as **Apple, LVMH** and **Wealins**. She has spoken at international conferences including Viva Tech in Paris, TEDx in Stockholm, Web Summit in Dublin, Davos Decompression in Switzerland, and Renaissance Weekend in New York. She has also guest lectured at universities, including NYU, Stockholm School of Economics, the Royal Institute of Technology, the Stockholm School of Entrepreneurship, and Boston College.

Therése has been recognized by the Nordic 100 List for her cultural and Future of Work efforts, naming her one of the **most influential and impactful people** from the Nordics. She has also been recognized by the SKAPA foundation via the **Future Innovator Award**, given in memory of **Alfred Nobel**. This award is one of the most prestigious of its kind, and the recipients are considered to be “Swedish Champions of Innovation.”

Her work continues to make a significant impact on the Future of Work, challenging conventional knowledge, and emphasizing the transformative power of purpose-centric high performance company cultures. Today Therése is based in New York City, working on amplifying Reimaginez’s impact on **championing high achieving leaders** committed to thriving high performance company cultures.

Join The
Founders Confidential
Newsletter by REIMAGINEZ

Celebrating High Achieving Founders,
Leaders and Change Makers to Build
Thriving High Performance Companies,
Cultures and Lives of Significance



Learn more about the impact of a thriving high performance culture on your company



**Reimagining the Future of Work –
How to Future Proof Your Company**

[Read the Piece](#)



**Culturally-Driven Companies Achieve 18%
More Revenue Per Employee than the
Average, – Assess Your Culture**

[Read the Piece](#)



**Founder Therapy: 5 Ways of Turning
Your Culture Into Your Greatest Asset**

[Read the Piece](#)



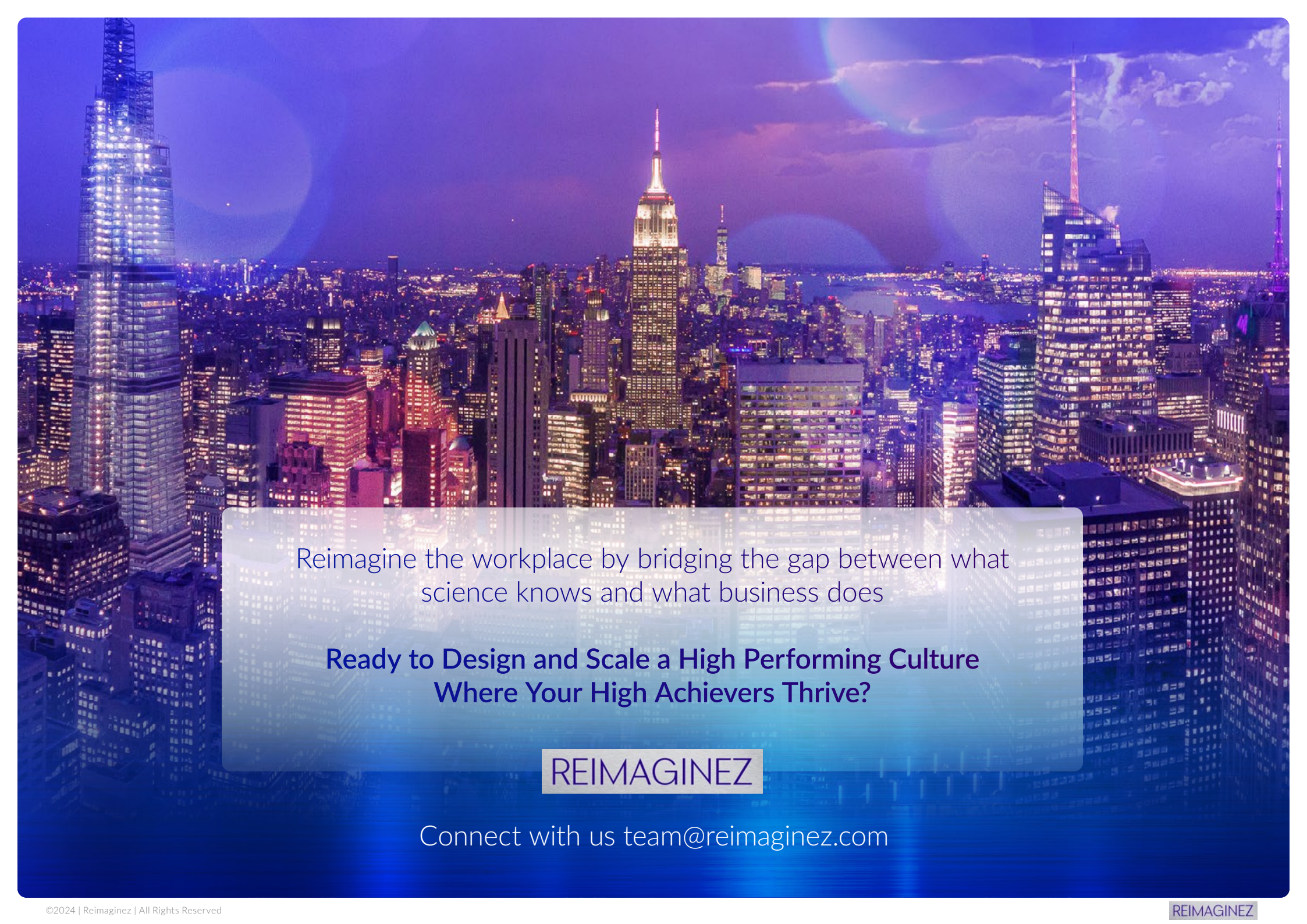
**A 10-Day Journey of Codifying A
Company Culture for a High-Growth
Startup: A Reimaginez Case Study**

[Read the Piece](#)



**Founder Therapy: 3 High-Impact Habits
to Level Up Your Founder's Journey**

[Read the Piece](#)



Reimagine the workplace by bridging the gap between what
science knows and what business does

**Ready to Design and Scale a High Performing Culture
Where Your High Achievers Thrive?**

REIMAGINEZ

Connect with us team@reimaginez.com