

Åsa Rydhard

Elevating experts into leaders using strategic storytelling.



Storify Your Brand

Present Like a Pro

Create Sustained Collaborations

Laugh & Learn!

BUSINESS STORYTELLING

TRAINING PACKAGES

CONTACT Åsa Rydhard!

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Create Sustained Collaborations



The science of storytelling and impact is a strategic tool in many ways for a leader who wants to build a sustainable organisation.

Use storytelling to foster sustained collaborations, a thriving organizational culture and manage change.

CUSTOM TRAININGS & WORKSHOPS

Examples of trainings asked for by previous customers are:

- Define your brand story's vision and mission
- Conflict preventive techniques
- Gaining important contacts
- 7 tools for sustained collaborations

Customize your training for any theme, length and format such as keynotes, workshops, online trainings, and mentoring.

Turn your heart-centered mission into your brand story.
Find courage to step up as a leader within!

"Your speech gave our conference a fantastic ending!"

I brought with me the energy you gave us and have been thinking the whole weekend on how we could apply your tips within our organisation."

Bernadette Pakucs, Project Coordinator, Westum

INTERACTIVE KEYNOTE TRAINING:

PURPOSEFUL, POWERFUL AND PROUD!

Learn the storydriven path to step up as a leader and build the momentum you need.

- Understand how stories connect us humans and serve as impactful tools.
- Learn how to create momentum by activating your core story into your life and business.
- Design your strategy for keeping momentum going.
- Find courage to step up as a leader and practise authentic leadership to make your team thrive!!

"Åsa's training at AstraZeneca was full of energy and food for thought.

She mixes humor with serious discussions and sometimes thought-provoking messages on how we want to grow as leaders."

Malin Toftefors, communications specialist
AstraZeneca



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Purposeful, powerful and Proud!

The storydriven path to step up as a leader
and build momentum with your team.



The science of storytelling and impact is a strategic tool in many ways for a leader who wants to build a sustainable organization - foster sustained collaborations, a thriving organizational culture and manage change.

In this training the audience will

- Understand how stories connect us humans and serve as impactful tools.
- Learn how to create momentum by activating your core story into your life and business.
- Design your strategy for keeping momentum going.
- Find courage to step up as a leader and practise authentic leadership to make your team thrive!!

Åsa Rydhard, MACA, is a corporate trainer, elevating experts to leading stars on the international business stage.

She holds a master's degree in applied cultural analysis, and has transformed her 'know how' expertise into hand tailored programs and services that focus storytelling as a strategic tool for leaders.

She has twice won the title Scandinavian Champion of Public speaking. Her entertaining style is best known as edutainment and based on her long experience as a speaker, head pastor, and stand-up comedian.

Learn more at www.Rydhard.com

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Storify Your Brand

Storytelling is a strategic tool for anyone that want to grow their business brand and position themselves as #1 in their niche.

The different trainings focuses different aspects of how to apply the business storytelling formula for specific needs. Combine a keynote with a workshop for enhanced results!

CUSTOM TRAININGS & WORKSHOPS

Examples of themes asked for by previous customers are:

- A.C.E. Your Brand Using Strategic Storytelling
- How to gain valuable contacts
- The Brand Story Map design LAB
- Tell Your Brand Story on LinkedIn

Customize your training for any theme, length and format such as keynotes, workshops, online trainings, and mentoring.

"As event photographer I mostly spend around 15 – 20 minutes at each workshop or address just to get my pictures.

At Åsas workshop I chose to stay the entire session. It was too good to leave!"

Laurent Qy, Event Photographer,



INTERACTIVE KEYNOTE TRAINING

THE BUSINESS STORYTELLING FORMULA

Learn from fashion houses, theatre companies and MEGA Churches how to motivate people to invest themselves in your business, using storytelling as a strategic tool.

- Understand how stories connect us humans and serve as an impactful tools.
- Learn the 7 parts of the storytelling formula.
- Be inspired by examples from successful businesses.

The audience will leave with new insights and hands-on strategies to apply directly in their business!

"Åsa is a very talented trainer and helped me leverage my strengths and values to turn my cooking classes into an inspiring foodie experience.

I can recommend Åsa to any professional speaker, educator or trainer willing to take their service to the next level."

Gianluca Tognon, Associate Prof. in Public Health | Food Scientist & Epidemiologist



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Pitch and Present Like a PRO!

Learn how to make your audience come asking you for more; using the power of storytelling when you pitch and present your ideas!

CUSTOM TRAININGS & WORKSHOPS

Examples of themes asked for by previous customers are:

- Captivate Your Audience with Stories
- The 7 Second Story Pitch **Bestseller!**
- Sell Your Ideas Using Authentic Storytelling
- From Complicated to Compelling - Transformational Story LAB
- Storify Your Pitch Deck

Customize your training for any theme, length and format such as keynotes, workshops, online trainings, and mentoring.

"In 2017 I joined Åsa's workshop 'Pitch yourself in 7 seconds' in Milan, at a fall conference. A couple of years later, my company asked me to make a 15-sec self presentation for the career advancements video yearbook: they were impressed by the result."

Luigi Giancardi, Software Engineer



INTERACTIVE KEYNOTE TRAINING

7 SECONDS TO SUCCESS

*"I thought it was all over.
Then I found the 7 seconds story
and a new start for my business!"*

In this inspiring keynote Åsa tells her story of being fired and how hard it was to pitch herself post-academia. It almost ruined her new business!

Learn how to

- Design Your 7 Seconds Stories
- Activate Your Audience with Attitude
- Use Your Core Story to Grow Your Business

The audience will leave with renewed energy ready to present themselves in 7 seconds!

This keynote is great as a kick-off for any conference mingle!

"We sharpened our sales proposition and pitch... and got that sounding board which is invaluable to a project like this"

Rickard Linetti
CEO & Serial entrepreneur

AstraZeneca 



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Laugh & Learn with Åsa Rydhard!



ÅSA RYDHARD, MACA
EXECUTIVE TRAINER | INTERNATIONAL SPEAKER
BUSINESS STORY DESIGNER

***"Everyone has an important story.
My job is to help you find it and use it to
elevate yourself and your message".***

Åsa Rydhard, MACA, is a Corporate Trainer, Executive Mentor and International Speaker elevating experts to leading stars on the international business stage.

She holds a master's degree in applied cultural analysis, (MACA), as well as a bachelor in theology and has vast experience in different types of organizations and different roles including pastor and corporate management.

Today, she has transformed her 'know how' expertise into hand tailored programs and services that focus storytelling as a strategic tool for leaders and is known as a passionate, generous, and inspiring power-house speaker.

She has twice won the title Scandinavian Champion of Public speaking. Her entertaining style is best known as edutainment and based on her long experience as a speaker, head pastor, and stand-up comedian.

Learn more at www.Rydhard.com

"Åsa is a good listener, fast and constructive in her work process and feedback. She hits the nail on the head with energy and passion. I can definitely recommend working with Åsa!"

Thérèse Rosén Löfstedt, Lindholmen Science Park AB