

FORWARD

Henrik Bunge



Henrik Bunge has gone from being an adventurer to a business leader. He has been CEO of Adidas Nordic, Reebok and Peak Performance. Henrik is a very engaging person with unique experiences that demonstrates the importance of the right mental attitude to succeed. Henrik challenged along with two friends the adventurers Ola Skinnarmo and Göran Kropp to ski to the North Pole without outside help. That resulted in a trip in extreme conditions where the team and the attitude was absolutely crucial. The story of the over 1000 kilometers of down to minus 50 degrees is not only an exciting adventure story but just as much a source of knowledge about what it takes to succeed in reaching ones goals. This lecture aims to encourage and challenge us to dare to set high goals, keep focused and not give up, despite adversity. What is your North Pole?

The goal of the lecture

- o Challenge the comfort zone.
- o Increased understanding of the success factors of perseverance, focus and collaboration.

Coaching Questions

1. What are your strengths? What would it have on the results if you developed it even more?

2. Develop how your endurance or lack of endurance affects your results?

3. Do you have a given informal role in the team? If not - what would it be?

4. What effect would it create if you decided to reach your goals, no matter the circumstances?

5. What would you gain from an increased focus?
