

Organisation

Improved productivity and  
identity focusing on our strengths

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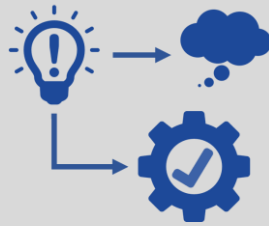


# What is our DNA, our uniqueness? Are we crisp and aligned?

Industry leadership!  
Technical innovation!



Execution skills!  
Founders unique skills!



Sales skills! Being close  
to our customers.



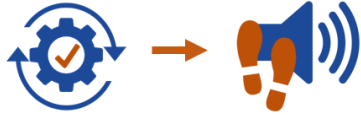
Or do we just rely on  
what other think of us?



## Focus

Maximum clarity  
a center of interest or a  
close attention, concentra  
can be clearly apprehend  
Focal point or principle fo

# How do we make sure everybody knows our DNA, our uniqueness?



## Do we live “our way of working”?

- Do we have continues learning in place?
- From all leaders to all employees?
- Do we walk the talk?

## Are we sure we meet the true decision makers?

- We don’t want key person bottle-necks in our own organization.
- We can’t know every customer decision-marker in a growing business.
- Is walking the talk and performing enough, or do we need to educate potential customers.

# Do all of us know how to maximize value, based on our uniqueness?



**Industry knowhow** – insight, belonging, sales advantage.

**Innovation** – flexibility, better ways.

**Solutions driven** – customer satisfaction, profitability.

**Brand** – quality reputation, delivery security, sales and HR advantage.

**Entrepreneurial** – problem solvers, executors, innovators.

**Technology** – efficiency, performance, value added.



# Call to action – clarify and build our uniqueness, our DNA. Improve our USP:

1



## Define our uniqueness!

Moderated discussions amongst founders, key staff and reference clients. Agreement on our strengths and uniqueness that have enough value to continue to build our DNA and USP upon.

2



## Make sure everyone knows!

Internal and external strategy for continuous execution.

3



## Value for sales, for employees and to grow our business!

Define and find amplifying value action for sales, in managing our co-workers, for cultivating our uniqueness and to put a mark in the sand.

4



## Nurse and prosper from our uniqueness!

Evolve into an even stronger corporate culture to propel our business, our sales, our co-workers, our leaders and our company in desired direction.

1

Project process

3

4

We will guide you and help you with your process to sharpening your uniqueness. We ensure that you deliver desired result.

We help you to create value.

We give you tools to continuously nurse your corporate culture, focusing on value creation and growing your business based on your uniqueness.

*Give us a call, lets talk!*

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## **Attachments:**

References and contact details



## References

Founders, owners and investors:



**Matias  
Aphram**  
*Saldo*

Jonas is an investment to us and a safety-net during our growth. Jonas guides us in our decisions and ensures that we always stand on our toes.



**Lotta  
Byström-Eek**  
*Cryex*

Working with Jonas is great. Available, supportive, hands-on and with an extensive list of useful connections.



**Michael  
Byström**  
*Ymer Technology*

We have great benefits with Jonas as an advisor with the growth that we have. Articulated and not afraid to express his opinion.



**Michael  
Ingelög**  
*Investor*

It's great to work with Jonas.  
A game-changer.  
Highly recommended.



**Lars  
Josefsson**  
*Investor*

Jonas is distinct and efficient as an advisor with good understanding also for the technical challenges.



**Hans Lager**  
*Team Tråd & Galler*

Jonas has wise and discerning advice on complicated issues.

Proud, trusted partner  
to founders, owners,  
entrepreneurs and  
private and institutional  
investors.



*Don't hesitate to give us a mail or a call  
should you have any questions:*

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