

DARE TO GO YOUR OWN WAY



Helena Ståhl is the founder and CEO of Ståhl & Partners. She leads 10 experts in collaborative projects worldwide with clients such as Sandvik, Alleima, COOP, Nordic Choice Hotels/Strawberry, ICA, NASDAQ, Anticimex, Systembolaget, and many others. Helena has worked with leadership, sales, and presentation training for over 30 years and trained more than 15,000 individuals globally. Ståhl & Partners works on average 4-5 years with each client and has a 95-99% customer satisfaction rate. Helena has a unique combination of skills and is, among other things, number one of around 100 licensed and experienced experts in ROI - Return on Investment - and can measure the financial outcome of an investment in training and education.

DO WHAT YOU DO BEST

When Helena was little, her father gave her an advice: "Find something you really enjoy doing and get very good at it! Go your own way, ignore what everyone else thinks, and find your own compass. Get an education, travel the world, and become a global citizen." Her mother said: "There is always someone worse off than you. Make sure you do good in this world."

DON'T THINK LIKE EVERYONE ELSE

Already 22 years ago when Helena started Ståhl & Partners (S&P) without any experience of running a company and not a single entrepreneur in her family, it became her strength instead of a weakness. She had the freedom to think innovatively and decided to delegate to others what she wasn't good at herself. She scrapped offices, everyone worked from home, and she never sent out a single flyer promoting the company's services. Helena also recruited experts who were outstanding in their fields; for example



an actor, a coach, a market analyst, a futurist, and other researchers, and decided to focus on long-term relationships with large customers in order to contribute to visible and measurable results.

FORWARD LOOKING, POSITIVE & HUMAN

Early on, Helena decided to do something good with the profit from her business. The then CEO of IBM asked her: "How do you measure success?" One way was



obviously to measure it in money, profit, and expansion. Helena decided to measure success by the visible and measurable effect it would create for her clients. She began developing unique and practical tools that customers requested and today S&P offers a toolbox with over 120 tools and five different training concepts that have been tested in over 60 countries worldwide.

Additionally, she thought: "If I'm really good at what I do and can get paid in relation to it, I should be able to be off all days my children are off from school" - which is four months a year in Sweden. Everyone laughed and said it would be impossible because small business owners probably work even more than everyone else. When Helena's daughters moved out there were two extra rooms in the apartment and during the last ten years many young people have lived at Helena's house until they have found something of their own. From the start, Helena has used ten percent of the profit for non-profit projects around the world, always for young people because today's youth has the potential to become tomorrow's leaders. One particularly inspiring project is a youth center and school in a shantytown in Cape Town, South Africa, which Helena supports with part of the company's profits.

"Friends, customers, and the airlines support us, and my family and I fly down to South Africa with over 150 kilos of school supplies every year. It's so amazing to be able to make a difference and complete the circle. I'm convinced that EVERYONE



can do something for someone. Just as I want to do good in the world, we must also do good for our customers. There must be measurable results and no fluff. We must be the best at what we do, and we must do something good in the world for the income we receive. It's as simple as that!"

ADVERSITY = OPPORTUNITY

Helena's path has not always been a bed of roses. She has had cancer, destroyed



The title Helena received from her client Nordic Choice Hotels.

five discs in her back in a water skiing accident and was told she would be in a wheelchair for the rest of her life (today she is back on her water ski!), and endured an exhausting divorce. She lost all proceeds in a single week when the pandemic started. "I have learned that a setback or problem ALWAYS means an opportunity for development." When she was immobilized for almost a year due to the accident, her daughters said, "Start a vlog!" so Helena started making videos and had quite a crowd of good friends and clients encouraging her. When the pandemic started and the world suddenly went digital, she understood the digital world faster than others.

STAYING ONE STEP AHEAD

"When the pandemic hit, I had packed my bags and was on my way to Mauritius for work. I was also booked for other assignments in the Seychelles, Beijing, Shanghai, Mauritius, Boston and New York. They were all cancelled in a week. But then a customer called and said: "You have a fantastic network of CEOs and HR directors all over the world. Please, find out what they think about the future of education and development". A phenomenal idea that resulted in 30 in-depth interviews in 19 countries that then became a book. Helena thought outside the box and gave the book away to anyone who wanted it. "Knowledge about the future must be available to everyone and we who work in my industry must be generous with our knowledge. The book The New Normal resulted in 39 webinars that Helena conducted without compensation for clients and potential clients around the world. "During the pandemic, I noticed that many in our industry were waiting for everything to 'go back to business as usual.' Myself, I started training Ståhl & Partners to become digital pros. I met resistance in my own ranks but eventually got everyone on board and it took some time before I found an effective way to translate our pedagogy into the digital world. In the end, we received the same result digitally as when meeting in person," says Helena.

VISIBLE MEASUREABLE RESULTS

Since the pandemic, turnover has doubled and all trainers at Ståhl & Partners



are today just as good digitally as "IRL", which has resulted in even more assignments. "If you previously thought it was too expensive to send us to Asia for an education, today you say 'yes' because we can offer it to you digitally with exactly the same results. A great example is our sales training called People Sell to People where the salespeople increased their sales by 500%. An effect of an eight-month training program", says Helena.

CREATE SUCCESS FOR OTHERS

Currently, 80% of the revenue comes from digital educational concepts and 20% from in- person training, and Helena's company has customers in over 40 countries. "I don't think we are better but maybe faster, dare to invest, are damn good at what we do and are passionate about creating success for others," says Helena. She continues: "Working with

me should be fun and educational. Ståhl & Partners would be nothing without our fantastic and talented trainers who make me look good, and together we can take on long assignments for large clients. That is probably one of the reasons why no one quits and that 80% of our business is "repeat business". The only thing I can do is being the best at what I do and the best at being myself. Why compare yourself to others? Others do their thing and I do mine."

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