



Puhujien Foorumi

Syyskuu 2004

Jörgen Oom

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Dare to be best!

“Dare to be best – how to create winning attitudes in a successful team” is the theme of a highly-praised seminar held by Jörgen for over 30,000 participants from over 20 countries. A fast-paced seminar, spiced up with illustrative pictures, memorable anecdotes and striking examples of success, which has introduced or concluded many companies’ successful kickoffs for anything between 20 to 1000 participants.



Jörgen Oom

Registered psychologist focusing on motivation, influencing attitudes, customer thinking and team building. Also trained in hypnosis. A speaker with many years’ experience and a humorous touch..

If you would like to know more about Jörgen Oom – [click here.](#)

Hordes of people

Jörgen Oom has solid experience of creating top performance through strengthening everyday motivation, team spirit and customer thinking. For a little over 20 years he has worked full time on strengthening competitiveness for more than 180 companies and organisations the world over. If you add all that up it comes to a huge number of people.

Speakers Forum Optiossa

Jörgen Oom

Hypnosis and gold medals

Jörgen has a multi-faceted background. He is an authorised psychologist specialising in motivation, communication and hypnosis. This broad background experience includes everything from running his own psychology practice and working with Astrid Lindgren at the FramtidsFolket Foundation on the creation of positive attitudes, to generating peak motivation together with Olympic gold medal winners and Wimbledon champions.

Pride and job satisfaction

“To be able to have fun at work and be proud of what you do is necessary in all work if you are to do a good job in the long term,” says Jörgen. “And pride is something we’re not that good at in Sweden,” he laughs. “For us, it’s not a good thing to be “remarkable”.

I usually say everyone must be “remarkable”. Employees, customers, managers, children, neighbours and parents are all remarkable in the true sense of the word: worth noticing. So pride and job satisfaction runs as a common theme through all his seminars and development programmes.

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Jörgen Oom has interesting ideas to bring when it comes to strengthening motivation and creating a high-performance team. Listening to his twelve motivation points with lessons from team sports gives his audience a real vitamin injection. Ingeniously simple and with a hint of humour, he gives both managers and employees food for thought for most companies

Sören Gyll, chairman of Svenskt Näringsliv

Do you recognise yourself?

Jörgen is also careful to base each development project on the company’s own particular situation. Below are a few different situations where companies have consulted him for some valuable inspiration:

Jörgen Oom

Kick-offs / Short seminars

Here the customer wants to have my participation for 1-3 hours, and the aim is often stated as being “to pep up the employees”. The whole staff will have been gathered together in one group of 20 – 1000 employees, and some external help is needed to pep them up and to get across a serious subject with a hint of humour. Getting people to recognise themselves and laugh together. To stop and think about things. To strengthen solidarity and team spirit, and thus improve the result.

Step-by-step development programme

These usually run for at least a year. Here the organisation wants to work at a slightly deeper level to bring about changes in the organisational structure. In a number of development steps, we increase efficiency by creating positive cooperation in striving for goals throughout the organisation. Both managers and employees get “homework” between the steps, and this is followed up on a continuous basis.

- Positive change work
- Awareness of goals
- Customer orientation and customer psychology
- Courage and the power of initiative
- Team building and team spirit
- Positive thinking in practice
- Everyday motivation and self-confidence training
- Communication – go and get feedback ...

.... are just some of the subjects that experience tells us will be used, as well as practical leadership for managers.