



DUENA BLOMSTROM – SPEAKER BIO

Duena is the author of “**Emotional Banking**” and “**People Before Tech: The Importance of Psychological Safety and Teamwork in the Digital Age**”. She is a doer, an entrepreneur, an industry influencer, a blogger with cutting edge opinion style, a writer for Forbes, an international keynote speaker and the creator of the Emotional Banking™ and Human Debt™ concepts. Over the past 20 years, Duena has worked with multiple large organizations be it to assist them in their digital strategy or to help them transform. With a background in Psychology as well as Business, Duena is on a crusade to see lasting change in this VUCA world and to help companies avail themselves of Agile and the new ways of work. Today, Duena is the Co-Founder and CEO of **PeopleNotTech** -a company designing a revolutionary team software solution measuring and increasing Psychological Safety for high performing teams.

She is intensely passionate about getting organisations to think of the concept of “**Human Debt™**” so that they can find ways to diminish it and build a truly human-centered culture that can see them compete with the Silicon Valley darlings.

Duena delivers different, entertaining, engaging and thought-provoking keynotes internationally and occasionally participates in panels and debates on topics ranging from FinTech, Digital, CX and Innovation to the bigger themes of the Future of Work, Technology and Agile as they reflect in Employees Performance, Leadership and Organizational Psychology and has a strong following of 26k on Twitter and 250k people on LinkedIn of which 120k+ subscribers to her weekly newsletter and thousands of page and video views daily.

Some of the companies and events that have engaged Duena:



TITLES AND THEMES

PEOPLE TOPICS:

- “What is the HumanDebt™ and How to Reduce It”
- “Psychological Safety – the Main Lever of Highly Performant Teams”
- “Google’s Project Aristotle and Psychological Safety”
- “Measuring and Improving Team Dynamics”
- “The Future and NOW of Work”
- “Psychological Safety – Speaking Up versus Impression Management”
- “How to Create a People Culture to Win Like the Silicon Valley Darlings”

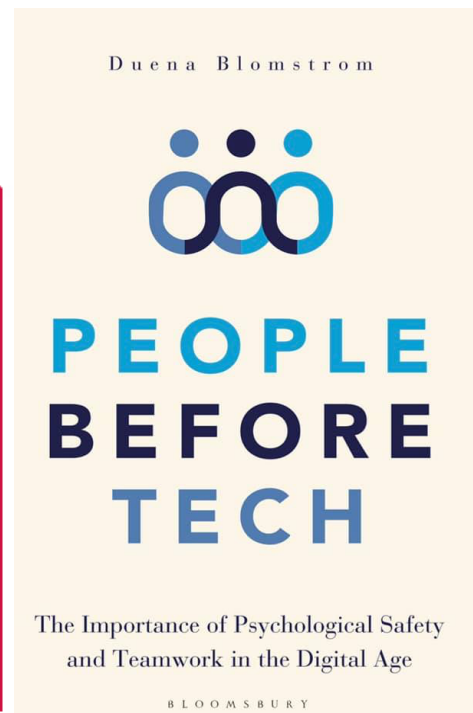
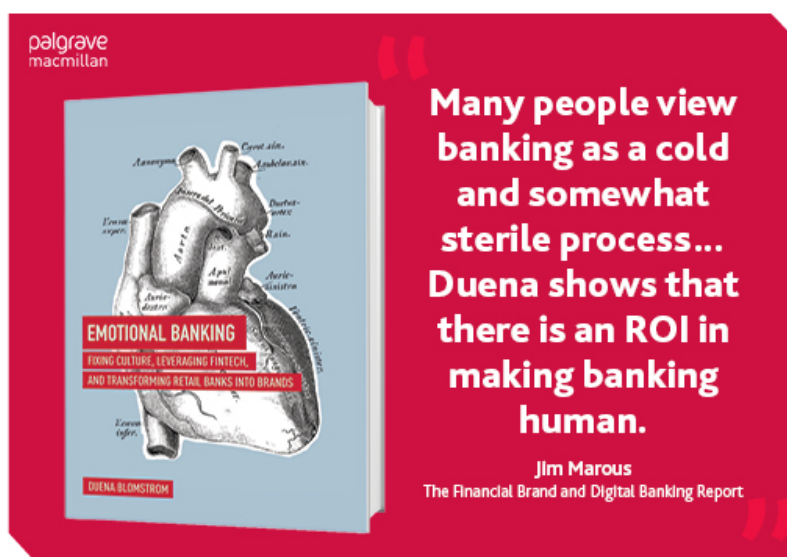
BANKING:

- “How to put Emotion back in Banking and create true Money Moments™”
- “Emotional Banking™- Financial institutions need to investigate customers’ feelings about their money and they need to do it NOW”
- “FinTech - not the cure-all it says on the box”
- FinTech – Trends, Hype and Real Innovation
- Change in Banking is inevitable – how to prepare to compete with GAFA

CROSS INDUSTRY STRATEGY - HR, CX, FUTURE OF WORK and TECHNOLOGY:

- “You can’t have WoW without the WoT - Succeed with Agile only if you change mentalities”
- “Agile as a religion not a re-org exercise”; “Technology is meaningless and customer centricity dead without Agile”
- “Digital Excellence and Innovation - It’s all about the People not the Tech”

www.duenablomstrom.com





The Future is Agile
 We can't have the WoW (Way of Working) without the WoT (Way of Thinking) and we have to do Agile from the heart to win
 41,910 subscribers
 Weekly newsletter

DevOps Is Where Culture Lives

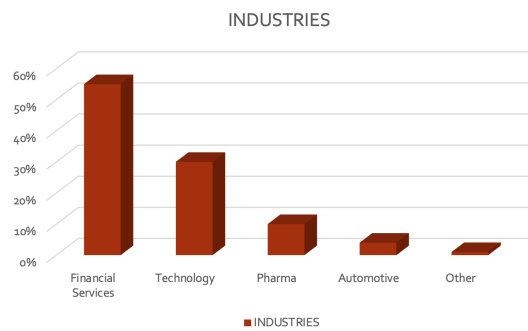
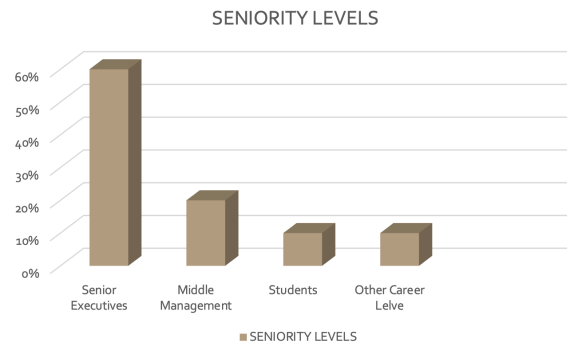
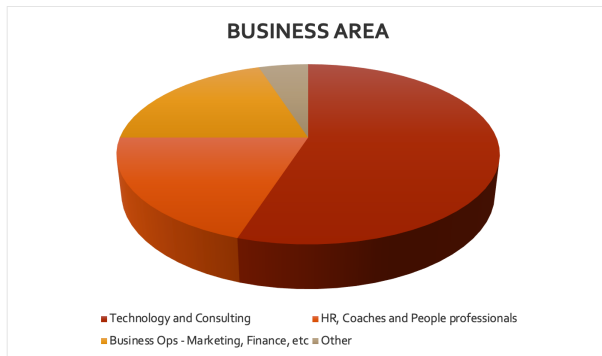


Chasing Psychological Safety
 A series about Psychological Safety, High Performance, Technology, Leadership, Teams & most of all: People
 54,749 subscribers
 Weekly newsletter

Lose the Excuses - Make Your People Feel Seen and Heard



THE AUDIENCE:



Total:

- Number of Followers on Twitter: 26.400
- Number of Followers on LinkedIn: 250.400
- Number of Subscribers to Newsletters total: 120.200

Engagement metrics for content:

- Average Tweet impressions over a week: 2.000
- Average number of feed post views over a week: 3.000
- Average number of views per article over a week: 12.000
- Average number of likes: 60
- Average number of comments: 4
- Average number of reshares: 10

Demographic

- By business area: 55% - Technology and Consulting; 20% - HR, Coaches, People professional; 20% - General Business - Marketing, BizDev, Ops, Accounting, 5% - Other
- By Industries: 65% Financial Services; 20% - Tech; 10% - Pharma; 4% - Automotive; 1% - Other
- Seniority levels: 60% - Senior Executives; 20% - Middle management; 10% - Students; 10% - Lower career levels
- Geographical: US – 35%; UK – 25%; EMEA – 15%; Asia- 15%; Australia – 10%

*Valid in Q3 2021