

LEADERSHIP STARTS FROM SELF-LEADERSHIP

Laura Strömberg 14.3.2025





INTRODUCTION

- Serial entrepreneur
 - Dagsmark Petfood (exit 1/2024)
 - Smooth It
 - Uula Color
 - JussIT Finland
 - Executive mentoring & yoga @piettolantila
- Professor of practice in entrepreneurship at University of Turku. Doctor of science in economics and business administration
- Enthusiast of mental side of business
 - I believe that true leadership growth starts from within
- Sea captain's wife, mummy for 3 dogs

WHY SELF-LEADERSHIP MATTERS?

"You don't manage people. You manage yourself, and people follow"

- Traditional leadership view:

Control, strategy, efficiency

- The missing piece:

Inner awareness, emotional intelligence, authentic leadership



THE TWO SIDES OF YOU

You as a leader & professional

You as a person



Utö, Silent retreat
November 2021



The CEO Laura, who am I?

- Confident when needed
- Inspiration to others
- Capable of making tough decision
- Fast executor
- Excellent stamina

Environment & energy:

Goal driven, fast-paced, results-oriented

Laura, who am I?

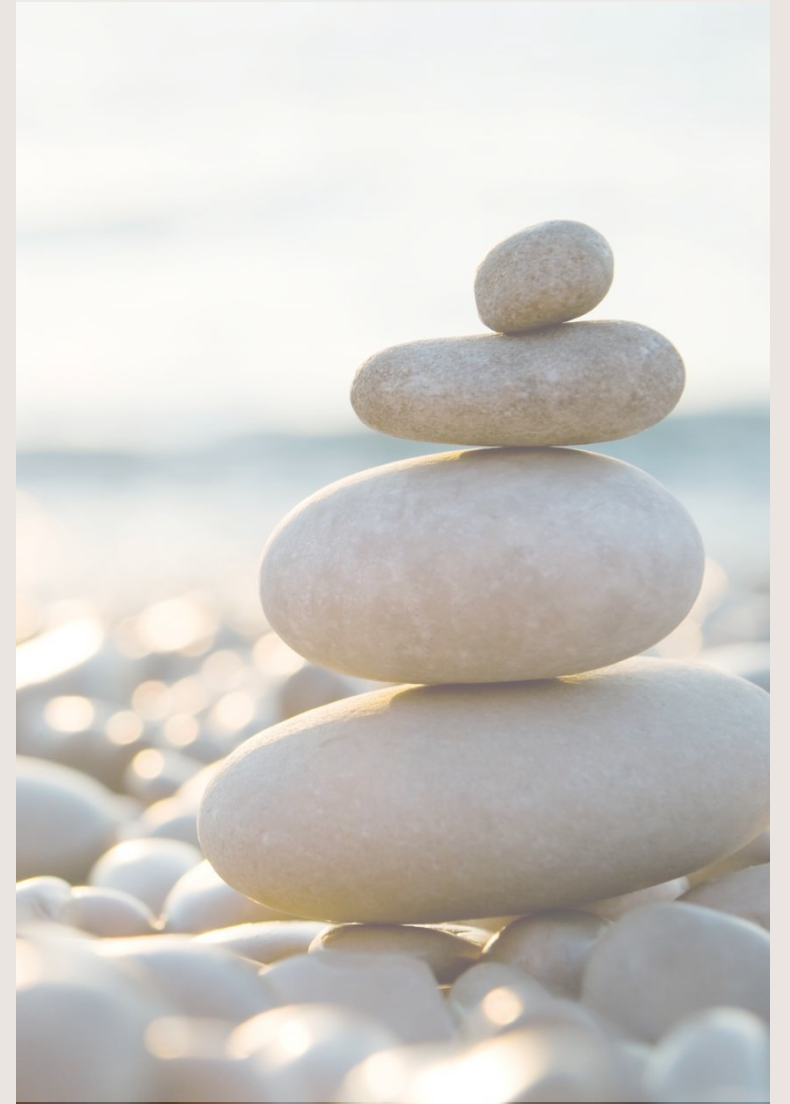
- I am sensitive, I cry easily
- I value moments of lightness without pressure
- I've often sought validation externally
- I strive to meet other's expectations
- I struggle with feelings of inadequacy

Environment & energy:

Calm, pressure-free, rooted in nature without schedules

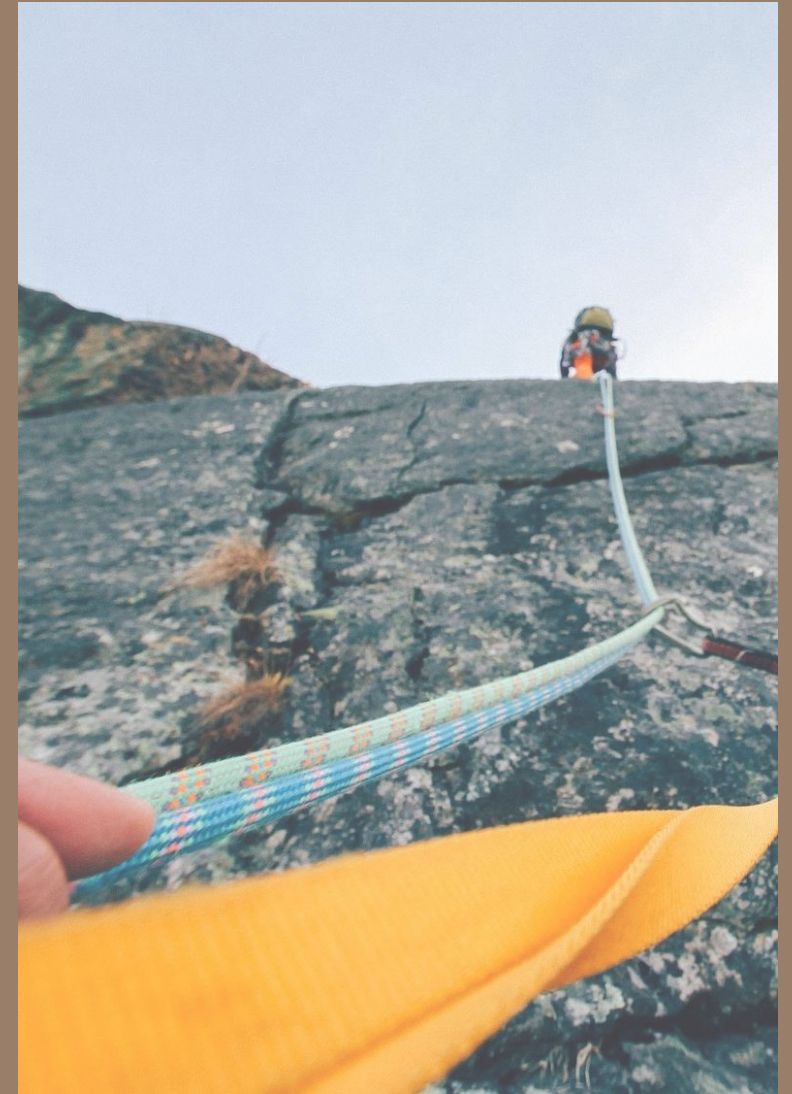
BRIDGING TWO WORLDS

- I need to navigate between the two sides of me
- I need to ensure I don't bury my true self beneath the CEO role
- I must connect better with my inner self
- I must do the work in my inner world (inadequacy, uncertainty, need to please others)



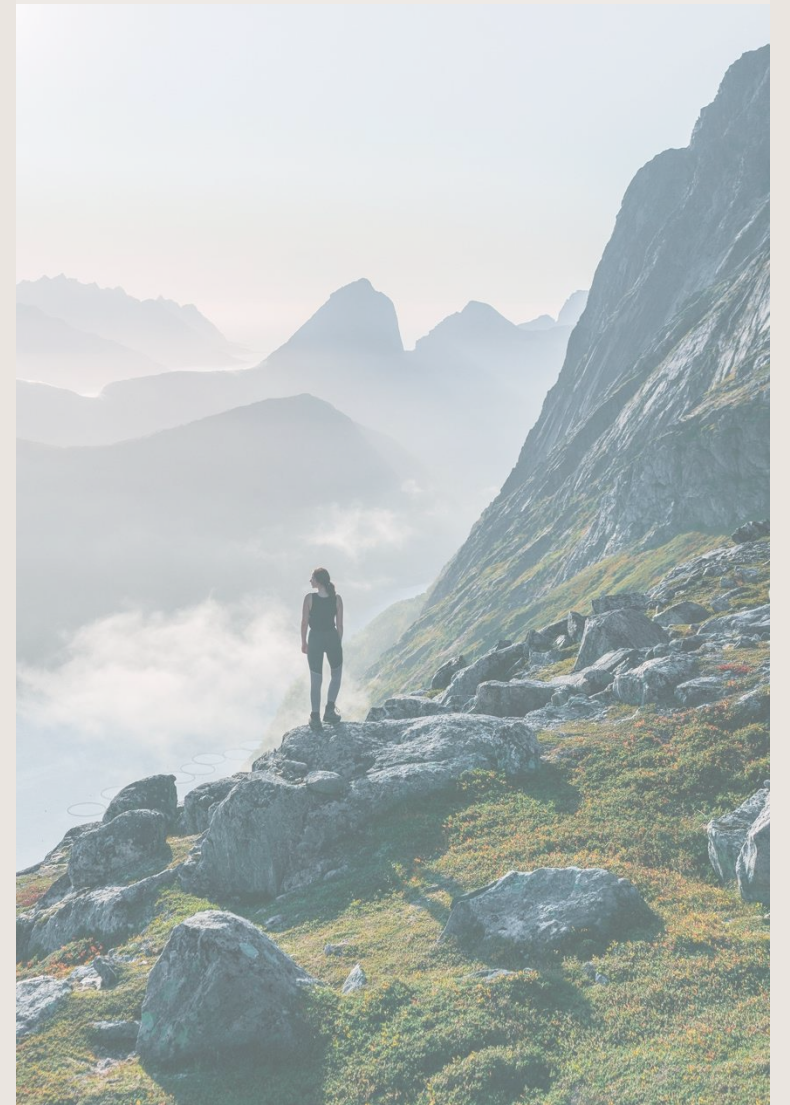
PRACTICAL STEPS TO BRIDGE THE GAP

- Trusted mentors: a safe space to share my deepest feelings
- Seeking guidance from mental health professionals
- Regular personal pathways for transitioning between the two worlds:
 - Phone detox
 - Letting go of measurement and metrics in personal life
 - Reading fiction instead of business literature
 - Yin yoga
 - Retreats
 - Nature



LIFE IN BALANCE

- Living between two worlds means you don't have to choose one over the other – you can embrace both
- It's about maintaining the balance, but understanding and accepting that it is cyclical
- More insight in my upcoming book 1/2026



THANK YOU!

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