



## Mads Elk – CEO UniKum Culture

Professional keynote speaker, Management Consultant and Executive coach.

Has since 1998 worked as a teacher, facilitator and coach for some of the biggest danish companies – in Denmark as well as in the rest of the world.

Mads has more than 20 years of experience with training and development of efficient working cultures on a strategic, tactic and operational level. His coachings typically covers areas such as leadership, sales, cooperation and motivation.

Mads has a HD in international trade, NLP Master and has also studied Positive Psychology at Århus Universitet.

### WHY MORE EFFICIENT AND HEALTHY CULTURES?

Approx.70% of all change efforts fail. Only 10% of all front managers knows the strategic priorities. 500.000 danes feels burned-out on the job due to stress. This reduces motivation, performance and results. So how can we create a working culture that is even more efficient and at the same time creates a higher job satisfaction?

### WHAT DOES MADS WORK WITH?

Since April 2019, Mads has asked more than 120 top managers in midlesized and greater danish companies: "What is most relevant for your organization to become better at, if the culture should be even more efficient?". Based on these results and evidensbased research Mads presents a model for, which few areas the organization must cultivate and prioritize in order to create an even more efficient and healthy culture.

### HOW DOES MADS WORK?

Based on a "best-practice" method, Mads works with 4 specific disciplines that leads to more efficient, cohesive and healthy organizations. Together with a Play Your Talent "gamification" behavioural design, Mads secures that all 4 disciplines are being carried out through-out your organization in a way that is both educational, effective and fun.



*"The bad news is, that very few leaders prioritize that combination that leads to an efficient and healthy culture. The good news is that together with the digital behavioural design at Play Your Talent and a best-practice training of management and employees, we are now able to create more efficient and healthy cultures way faster than before".*

*Mads Elk*

Read more about Mads:

[www.unikumculture.com](http://www.unikumculture.com)

<https://www.linkedin.com/in/mads-elk-5894b3/>