



MIRIAM HØYBYE KOFOD

CEO & Founder of PurePotential
Holistic Coach, Mentor & Sparring Partner

I work with people and organizations that want to develop through increased self-awareness and by putting the POTENTIAL into play.

Core areas: Self-development on a personal and professional level, talent development, talent-based management and organizational development, recruitment and outplacement based on potential and talentbased annual performance reviews.

I offer 1:1 coach/ mentor sessions, strategic cooperation and workshops/team days in the organisations.

Work experience: Internal and external recruitment, employer branding, graduate programs and HR project management - in small and large companies. In 2022 I became self-employed.

I hold a Master of Social Science, Business Administration & Economics from RUC, 2015.
I hold a Professional bachelor's degree in Nutrition and Health from Metropolitan University College Metropol, 2009.

I have played many kinds of sport all my life and use nature as a source of energy.

Holistic Coach and Mentor - My approach

My focus has always been health and well-being. I see the whole person: the physical, the mental, working life, private life, our role as partner, parent and other roles we have in life. There is no division; we must thrive as a whole. As a unit.

I see your potential, your challenges, what you have to do more of and where you have to let go. I am empathic, connecting, learning-oriented and responsible in my work. Seasoned with my charismatic and humorous nature. My approach is holistic and spiritual. In recent years, I have studied astrology as another tool for working with potential, self-development and awareness.

I use **Play Your Talent** to uncover the talent code. It is a powerful communication tool that provides a language for *what* we are good at, *how* we are good and *why*. By gaining insight and by knowing our own logics and ways of acting, we can gain a better view of how others think and why they act the way they do. The tool builds a bridge between different talents, the valuable communication is put into play and development takes place.

Talent development as a strategic management tool

Everyone has talents. When our talents are stimulated and understood correctly, creativity, our drive, motivation, efficiency, job satisfaction and vitality increase by up to 30%. The challenge is that companies lack insight into where the individual employee gains and loses energy. Studies show that today we only use 17% of our talent potential. I would like to change this by focusing on how the full potential is utilized. By working purposefully with behavior development, the organization will experience a significant boost in execution, collaboration, well-being, task solving and recruitment.

Tailor-made team days and workshops

On team days and workshops, I focus on how you can develop individually and as a team. Themes could be:

- Put your talents into play, exploit each other's potential and build bridges between talents
- Optimize your communication and collaboration in the organization
- Create meaning in work and get greater development, well-being and motivation
- Free time and flexibility – the new trend for the workplace of the future
- Talented (personal) leadership

Personal coaching

In a 1:1 session, I focus on where you are motivated, where you lose energy, your strengths and challenges, which tasks match you best, and where your life-learning lies. I help you become aware of your potential so that I can guide you in the right direction in life, both personally and career-wise.

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"It is you that you are looking for"