



**Bring out the full  
potential in people  
and organisations**

***I help business owners,  
leaders and HR professionals  
maximise performance in  
their organisation by means  
of psychological assessment,  
training and coaching.***



# Performance Culture

Most leaders acknowledge that having a performance culture is essential for company success. But many struggle to achieve it!

**I help clients articulate what company culture they want and how to achieve it through the following steps:**

- Step 1: What culture do you dream of?
- Step 2: What characterizes your current culture (behaviours and mindset)?
- Step 3: Closing the gap by adjusting current HR practices, people and leadership behaviours, organisation structures and processes
- Step 4: Follow up on progress, dealing with issues and celebrating of successes

# Leadership

World Class Leadership is not complicated, but it is highly demanding!

**I help clients build the leadership quality they strive for and need to complete their mission.**

A powerful leadership team is aligned on what makes a great leader, how to tackle difficult situations, e.g. when an employee does not perform, how to select the best people for the team, how to manage, motivate and grow people.

**My services include:**

- Evaluation of executive leadership teams
- Training and development of managers and leaders
- Assessment and preparation of new managers
- Pep-talks and leadership inspiration sessions



# HR Consulting

Is HR valued as much as Finance or Sales in your company? If not, that's a mistake. HR should play a critical role in shaping the performance culture in any company.

**I help HR teams make a powerful strategy, mature their processes and systems, and build the necessary capabilities to make a real and lasting impact in their organisation.**

Whether you are a startup, a scaleup, or need to consolidate or sell your company, I have a proven track record as your HR advisor throughout the process.

# Talent Development

Most companies train and develop their talents, but few apply a structured approach.

**I help clients implement a holistic approach to selecting, assessing, stretching, and promoting their talents.**

**Example of a talent development proces:**

- Step 1: Identification of employees with leadership potential
- Step 2: Definition of clear success criteria for leaders on all levels
- Step 3: Tailored training to accelerate development of new leaders
- Step 4: Adjustment of HR practices to support internal leadership recruitment



## CASE

# Danske Commodities

Starting in 2011 I was a close partner to founder of Danske Commodities, Henrik Lind, in maturing and scaling the company, and preparing it for the sale to Equinor in 2018 for EURm 500.



Henrik Lind founded the energy trading house Danske Commodities (DC) in 2004. Six years later, the company showed a pre-tax profit of more than EUR 17 million. But Henrik had much bigger ambitions for the company, and, in 2011, he contacted Dion Sorensen to ask for his help to develop the organisation and management further.

After achieving a historically high pre-tax profit of nearly EUR 72 million in 2018, Henrik sold his life's work to Equinor for almost EUR 500 million. In addition to the synergies between the two companies, DC's agility and performance culture were highlighted as the primary reasons for Equinor's interest in the company.

This marked the beginning of a long and close collaboration to secure further growth of the company by focusing on proactive leadership, internal talent development, values and performance culture. Their efforts paid off.

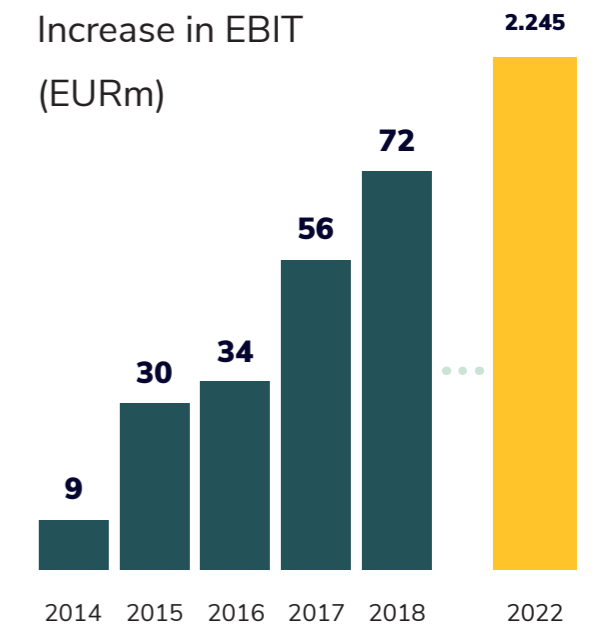
### My engagement with DC

2011-2014: Advisor & Board Member

2014-2018: Chief People Officer

2018-2020: Advisor

Increase in EBIT  
(EURm)

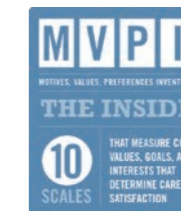
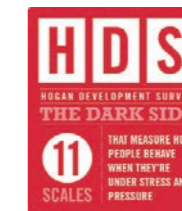


**More than 15 years  
of experience  
helping business  
owners, leaders, and  
HR professionals  
creating value**



**Your consultant at a glance**

- Certified MSc in Business Psychology (top 2% student)
- Graduate diploma in Business Administration
- 15+ years of experience with training, development and assessments
- 10+ years of experience from executive HR roles
- Published 6 books on leadership, culture, performance and HR
- Appointed as top-100 talent by Berlingske for talent- and leadership program in Saxo Bank
- Certified user of multiple psychometric tools incl. Hogan, SHL, PI and PLI tests



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BCG

SAXO  
BANK

ALPIQ

centrica

dare

Danske Bank

equinor



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