

## About SamSari

### SamSari – The Change Agency

As a Change Agency we are dedicated to translating great ideas into meaningful action. We know that the business world does not suffer from a lack of strategies, or even truly brilliant strategies. However, most strategies never happen. Why is it that they never come to life? Our experience tells us that they fail since organizations fail to invest the same amount of care in implementing strategies as they did in developing them, and scientific studies that have been made come to the same conclusion.

We seek to promote excellence in all of our clients' endeavours, to truly make strategy happen. Underlying everything we do for our clients is our firm belief that successful change never comes about if only imposed; it also needs to be inspired. Adapting to a business world in constant transition is challenging, and management often discovers the hard way that making changes to the established order can create problems within even the most innovative organization. As a Change Agency, our aim is to develop solutions that empower our clients to successfully implement their business strategies. Our change programs support the whole organization, promoting awareness and understanding while aligning interests and enhancing cooperation.

What does an effective implementation look like? For us, effective communication, building emotional relationships, driving motivation and creating easily understood links between strategies and business goals are some of the building blocks of successful implementation. Without these elements, change never occurs and good strategies become nothing more than clever ideas. SamSari maximizes the impact of strategy by combining these key elements of implementation and achieving lasting behavioral change in organizations. We call this learning.

Learning takes time. We achieve accelerated learning by applying the **SamSari Methodology™**. The methodology creates results, whether the focus of attention is sales strategy, developing leadership, purchasing routines or reinforcing corporate culture. What is important is not only what each individual learns, but how a group together can change the way they act and make strategy happen.

### Proven track record in change management

SamSari has a proven track record in change management for large, globally dispersed organizations that span different cultures and languages. SamSari's competitive edge is change in international environments with large and differentiated target groups.

Among our customers are Inter IKEA Systems, Microsoft, Ericsson, Volvo Trucks, Handelsbanken, SEB, Electrolux, Yara International and TeliaSonera. SamSari is owned partly by Investor AB, a Nordic-based industrial holding company, and Pia Anderberg, entrepreneur.

For more information about SamSari, the way we work and who we are, feel free to contact us!

**Dan Öhlander, CEO**

070-420 83 02