



## Rasmus Ankersen

Rasmus Ankersen is a bestselling author, entrepreneur, speaker on high performance development and a trusted advisor around the world. He has trained with the planet's best athletes to translate their secrets of high performance into usable strategies for businesses. In 2012 Rasmus published *The Gold Mine Effect*, in which he explores how some countries and cities develop a disproportionate amount of top talent. In 2016 Rasmus published *Hunger in Paradise*: a book about how successful organisations can remain successful by eliminating complacency. Rasmus is also the chairman of FC Midtjylland, his childhood football club in Denmark, and a director of the English club Brentford FC. Both are known as some of the world's most innovative football clubs, especially recognised for their use of big data to drive decision-making.



*„Successful organizations need to outthink.“*

### Topics

Unconventional but revolutionary, Rasmus challenges organizations to re-think how they identify, grow and ignite talent. He is well known for providing advice that is down to earth and relevant and that takes into account the real-world complexities. He specializes in:

- › **Developing effective recruitment systems, which improve your „hit rate“ dramatically – and find the talent you never thought existed**
- › **Identifying and strengthening high performance patterns in teams and individuals**
- › **Developing winning cultures that live for real and not only on an impotent „mission statement poster“ in the reception**
- › **Killing complacency and replacing it with a true sense of urgency**

### References & Press

„The business world owes Rasmus much gratitude for his facts based, in depth studies of what it truly takes to be, identify and build talent“ **Jørgen Vig Knudstorp, CEO and President, The LEGO Group**

“Rasmus really understands the DNA of world class performance. From him you don't just get theories, you get concrete tools working in the real world. Rasmus is the ultimate coach.”

**Casper Stylsvig, Global Sponsorship Director, Manchester United**

“the leadership teams really enjoyed the session – and we've already worked with some of the ideas we discussed – among these being our management meetings. You made everyone feel comfortable and equally important. We loved absolutely every minute.”

**Margaret Brusletto, Director of Communication, McDonald's**

**Keynote Presentation** upon request

**Day rate** upon request

**Presentation languages**



**The Gold Mine Effect:**  
Crack the Secrets of High Performance  
ISBN: 978-1848317109  
19,99 €



**Hunger in Paradise:**  
How to Save Success from Failure  
ISBN: 978-0995616202  
11,80 €

