



EG
GS

LEADING IN THE WORLD'S BEST CREATIVE NEST

@ullaps @eggsdesign #lovablefutures



A STORY ABOUT LEADERSHIP

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EG
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Oplad din elbil

CLEVER
— gødt skal det være elbil —



A blue and white ship is shown from a low angle, moving through dark, choppy water. The ship's hull is blue with white trim, and it has a white superstructure with windows and railings. Two lifebuoys are visible on the upper deck. The ship is creating a white wake. In the background, a dark, stormy sky is filled with heavy rain and several bright lightning bolts striking down. The overall mood is dramatic and powerful.

EG
OS

THE ONLY SHIP
THAT CAN TAKE
US SAFELY
THROUGH THIS
STORM IS
LEADERSHIP

WHAT GOT
YOU HERE
WON'T GET
YOU THERE



IT'S NOT
ABOUT
YOU, IT'S
ABOUT
THEM

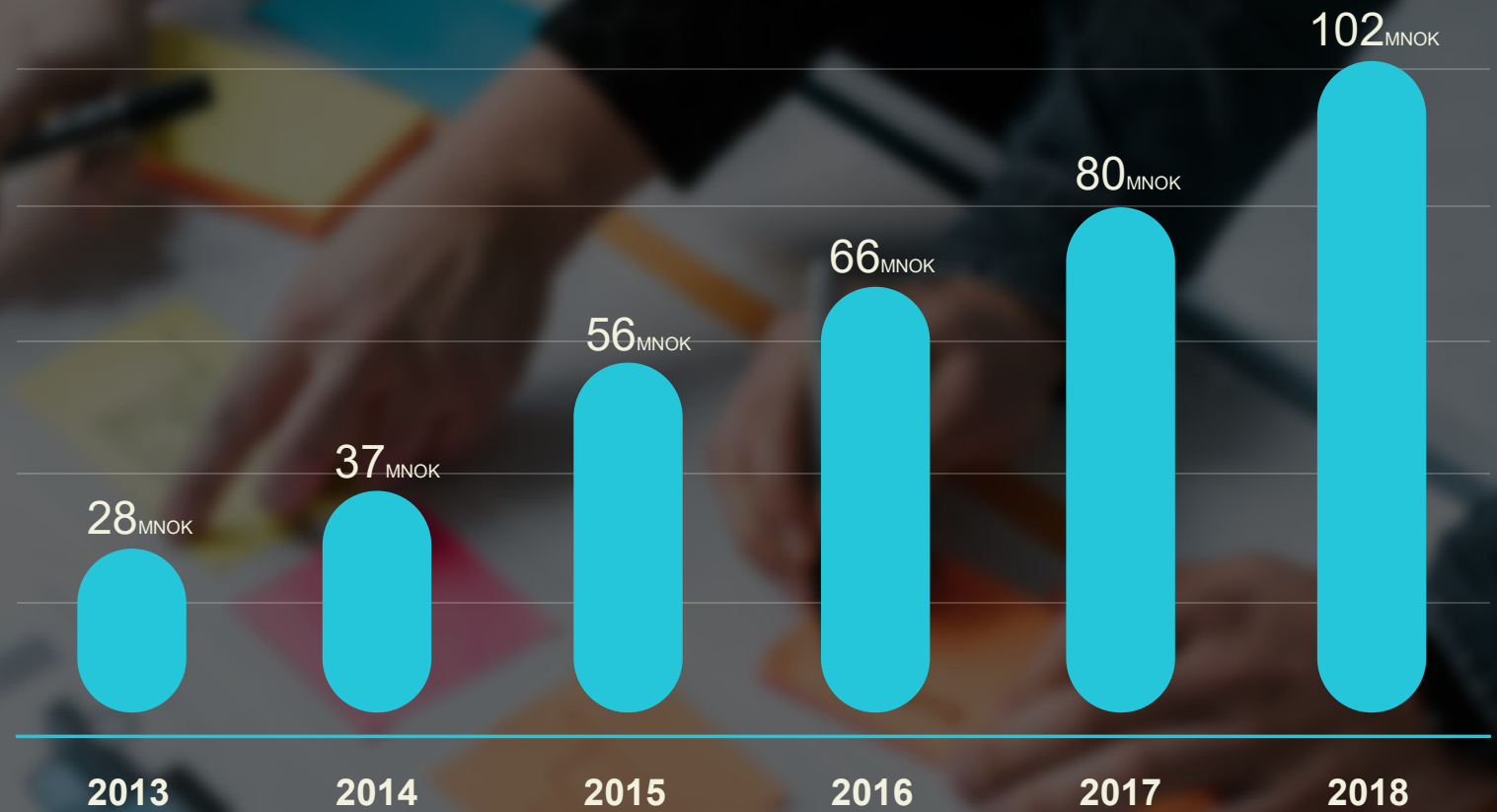






500+ INNOVATIONS

PROFITABILITY
QUALITY
CULTURE



Three building blocks:

1. Trust
2. Autonomy
3. Compassion



1. TRUST



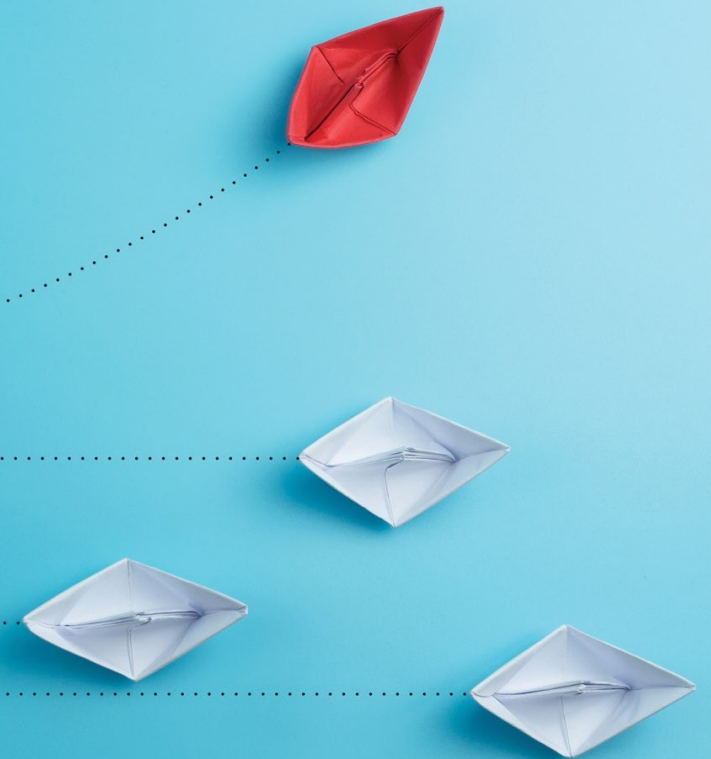
SUSPICIOUS?

Sometimes its porn.
Sometimes its just car parts.



Cost of low trust: Time, money and energy

- Resolving conflicts
- Clearing up misunderstandings
- Bureaucracy



Benefits of high trust:

- Speed
- Fun
- Low Cost



we put the
fish on
the table



A group of people are seated at long tables in an outdoor dining area at night. The scene is warmly lit by a series of string lights hanging above the tables. The tables are set with white linens, glassware, and floral centerpieces. People are engaged in conversation and dining. The background is dark, suggesting a night sky or a dark interior space.

FAMILY FEELING

2. AUTONOMY

UNLEASH YOUR FIRESOUL S



DEJE KLEBERSTIFT

Malcolm J. J. J.

9N0538 3d0415

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Chlorides

EG
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TUNDRA GLASS



3. COMPASSION

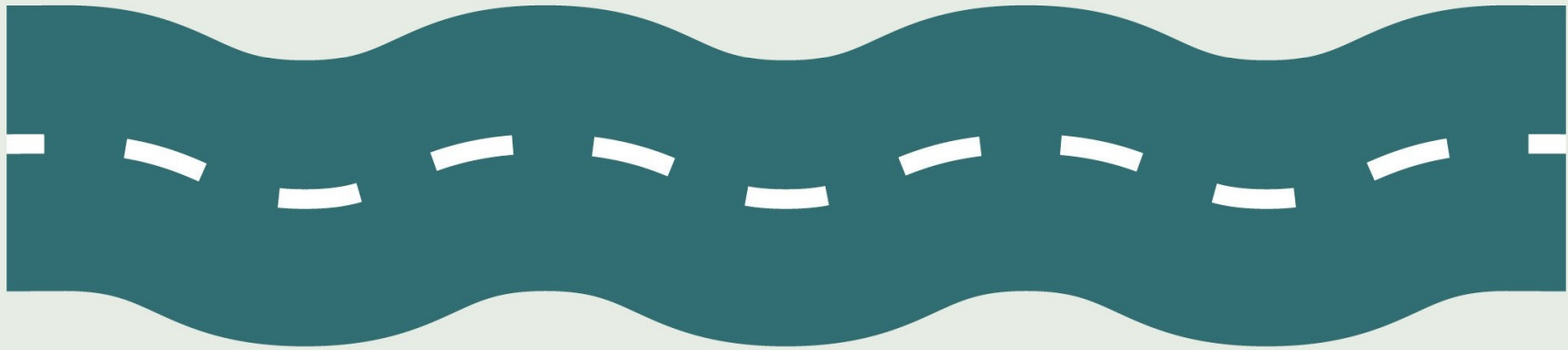
A photograph of two women embracing warmly in a modern office or kitchen environment. The woman on the right has blonde hair and is smiling, wearing a dark blue sweater. The woman on the left has dark hair and is also smiling. In the background, there is a blue circular logo with the letters 'EG' and 'US' stacked vertically. A chalkboard with some diagrams is visible behind them. There are potted plants, including a large green one on the left and a Monstera on the right. A person is blurred in the background, suggesting movement. The overall atmosphere is warm and collaborative.







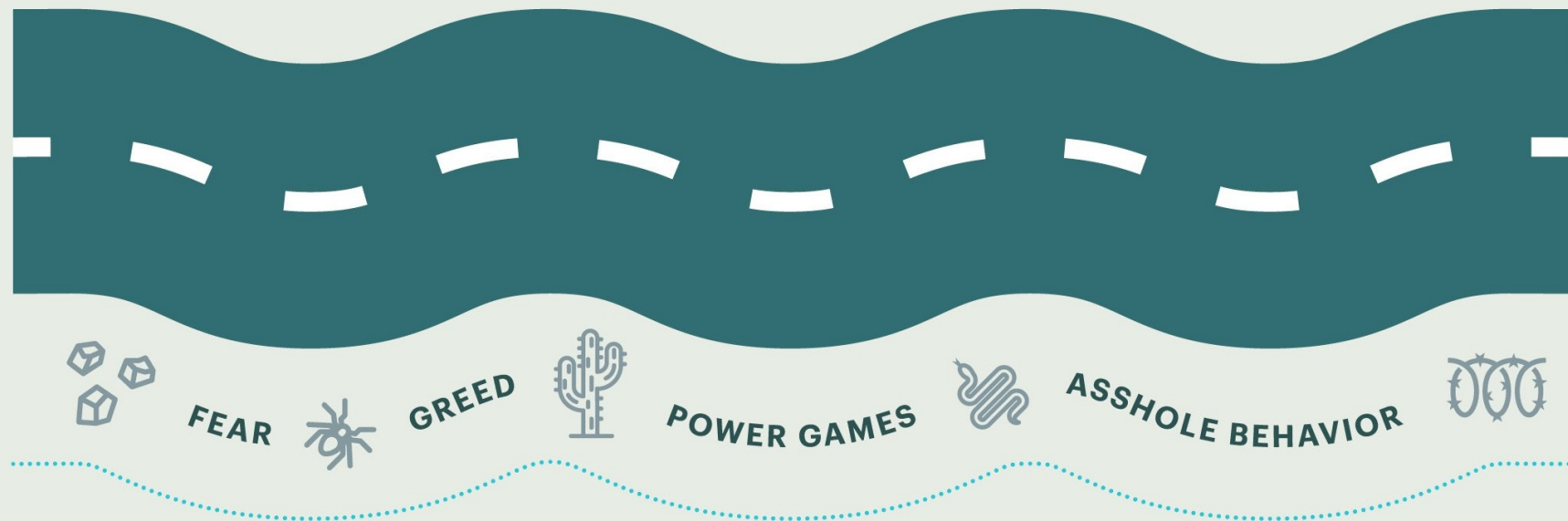
THE ROAD TO COMPASSION



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THE ROAD TO COMPASSION



THE ROAD TO COMPASSION



Do the culture test:

TRUST:

Do people trust you?

Do you trust your people?

AUTONOMY:

Do you give people autonomy to make decisions and judgment calls?

Do you unleash your firesouls?

COMPASSION:

How do you react when people have made mistakes?

How do you handle people's "life events"?



***The best time to plant
a tree was 20 years ago.***

Chinese proverb

***The best time to plant
a tree was 20 years ago.
The next best time is today***

Chinese proverb

OSLO
TRONDHEI
M
COPACANGA
N SÃO
PAULO



Life to Ideas