

# FOCUS ON POSSIBILITIES - NOT LIMITATIONS

## OPTIMIZE YOUR RESOURCES

Soren Holmgren

delivers a spectacular and inspiring lecture  
guaranteed to make you get up and take action

A stylized graphic of an eye, rendered in shades of gray, positioned behind the text 'i to i'. The eye's shape is defined by two curved lines meeting at the bottom, with a horizontal line across the middle representing the iris.

**i to i**

improve performance

# A lecture with Soren Holmgren always holds a positive surprise

His positive philosophies make it impossible to focus on limitations - and it's contagious!

With his great sense of humor he invites you to join him on a journey from The Olympic Games to an adaptable business world. All spiced with funny episodes from his life as a blind man.

Enjoy an unforgettable day or evening with serious humor and fun seriousness as Soren Holmgren focuses on motivation:

- Kick-off events
- After work-meetings
- Conferences
- Customer events
- Pep-talks for sales teams
- Dinners and banquets

**There are no limitations and the  
results are always good!**



## Soren Holmgren

Investment advisor  
Twice gold winner at The  
Olympic Games  
Successful salesman  
Motivator

- and blind

With an indomitable and catching commitment Soren Holmgren has defied all odds and is the living proof that everything is doable - as long as you are driven by the right motivation.

At the age of 17 Soren Holmgren started losing his sight due to a heritable and incurable disease which ended his dream of becoming a salesman. Nevertheless, he chose to face the challenge of creating a great life for himself.

He succeeded beyond all expectations. In his luggage you will find two goalball Olympic gold medals, the title "Rookie of the Year" at IBM in EMEA (Europe, Middle East, Africa) and a very successful job as an investment advisor - all achieved from his strong will to success.



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**Take action!**  
**- contact:**

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**i to i**

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