

Pitch deck for a keynote



sisu | **unique
sense of
inner
strength**

© written and presented by [Minna Riihimäki](#)

Who I am

Business, performance and leadership consultant

Graduated from Sorbonne business school and IFG Executive Education in 2019 :

- Executive MBA ICG, by IFG Executive Education
- Leadership Certification, by IFG Executive Education
- International Certificate by INSEEC U. San Francisco
- Certificate homologué Niveau I (code RNCP 23639)
- Master d'État (Bac+5) "MAE" by Université de Paris I Panthéon-Sorbonne
- MBA, by IAE PARIS Sorbonne Business School.

Dental surgeon

Graduated from Geneva Medical University

2006 - 2011 : Centre Dentaire de Vérenaz, Geneva

2011 - today : Smile and Care Dental centres, Geneva

Speaker

Keynote about the inner strength that we all possess and tips to cultivate it, by using tools like self-belief, self-improvement, resilience and perseverance. Culminating in the idea of personal leadership and growth towards success.

Athlete

Mountaineering

Ice and rock climbing

Big mountain skiing and ski touring

Mountain biking

Paragliding

Ambassador for outdoor brands : Blackcrows skis, Norrona, Petzl, Scarpa, Plum bindings, Oakley, AirDesign



My background

Based in Chamonix, France but of Finnish origin, I live the dual professional life of sponsored mountain athlete and dental surgeon practicing in Geneva. I have been awarded an MBA from the Sorbonne Business School and whilst achieving all this I have raised two wonderful children of whom I am immensely proud.

In 2016, I had a life-threatening ski accident that required 13 surgeries and 4 years of intense rehabilitation to fight my way back to an active life. I was told to forget about my previous life, that I would never walk properly again. Hearing those words was unacceptable to me. I decided to be the leader of my fight, be resilient, and transform the adversity into a triumph.

I left Finland at the age of 20 and decided to follow my passion for the high mountains and moved to France to study.

In 2005, I graduated from the Medical University in Geneva where I practice as a part time dental surgeon.

I am also an athlete in mountain sports, collaborating with worldwide outdoor brands, focusing on versatility.

During the recovery from the accident and the long period of inactivity, I obtained a Master's degree in Business and Administration which has allowed me to diversify towards business and performance development.

The last 12 months I have been preparing a motivational talk to start a career as a speaker with a keynote presentation, to inspire and help others to overcome difficulties in personal or professional life.



The talk
main theme :

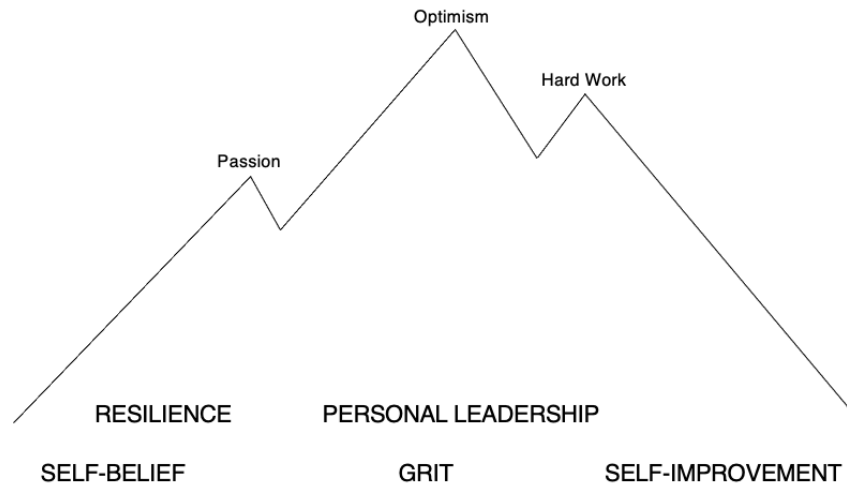
How to turn adversity into a success story and be an achiever

“ I will take you on a journey, by telling the story of the biggest mountain that I have encountered so far and the path that I have created on my way over it, using my inner strength, and tools like

Resilience
Self-belief
Grit
Personal leadership
Self-improvement

all of this powered by

Passion
Optimism
Hard work .”



The talk

Sisu, the unique sense of inner strength

The talk is based on my life experiences and how I have learned to turn adversity into a victory, using the unique inner strength, sisu, inherited from my Finnish origins.

The presentation, accompanied with videos and images, aims to be motivational and inspirational, sharing concrete examples and stories that have affected and developed my personality, self-belief and capacity to reconsider when everything seems doomed.

The main themes are resilience, self-belief, grit, self-improvement, personal leadership, and how to create awareness of the inner strength that lies inside each of us, using specific tools as keys to success.

The talk is delivered as a journey, including my life experiences, that will not leave the audience indifferent.

The universal version is about 45 minutes, in English, but the talk is adaptable according to requirements.

The target audience is wide, from businesses and athletes, to anyone, who is facing a difficulty in personal or professional life or who wants to be prepared with the right attitude and tools for whatever the future will bring.



Extracts

“At the age of 20, I left my home country, Finland, and drove alone to France, to the Alps, with an obsession of studying in a language that I was far from mastering, far away from home, where I knew no one. I chose the hard way, but I was following my passion that took me where I wanted to belong. “

“As the tumbling accelerated, I lost my ice axe, one ski popped out and I kept repeating in my head “I have to stop”, I wanted to hit my fingernails into the snow to slow down. I was totally focused in the fall; I felt no pain and I never allowed the fear of death to enter my state of mind.“

“I was not going to give up and realized that I’d rather follow the good old but simplistic saying “what doesn’t kill you, makes you stronger”, instead of “rethink your life as you will never be the same again”. No, I won’t be the same, I will be better and stronger, I will bounce back.”

“There are also 3 sentences I was told at teenage that have affected and developed my mindset and self-belief at early stage.”

“Passion is a natural driving force for self-improvement, but it also takes determination, motivation, positive and growth mindset, you need to be willing to unleash your full potential, be self-disciplined and responsible.”

”Why didn’t I give up when the surgeon told me that there was very little hope that I would walk again?

My sisu, the indomitable inner strength of never giving up, powered by passion, optimism and hard work guided my way. I chose to be responsible for my own destiny.”

Reference quotes

“ Minna’s story is a great example of courage, grit and resilience, as well as the importance of having a close support group around you. The learnings can be applied to the corporate world and the presentation is an excellent source for further reflection around resilience. “

Johanna Grosgurin

Executive and Team Coach, PCC, ACTC
Consultant in Leadership Development

“ Resilience is more important than ever, both in the corporate world and one’s personal life. Minna’s extraordinary story is not only fascinating, but it inspires you to leverage your inner strength to boost your perseverance and resilience. “

William Minston

Director of Europe Professional and Scientific Relations
Procter & Gamble

“ A very inspiring presentation about how to turn tough experiences into something positive. “

Julie Uggen

Team, retail and trade marketing responsible
Norrøna Sport AS

“ Minna’s incredible story of her near-death ski accident and comeback from grueling injuries is captivating. It holds valuable learnings for any individual, of grit, determination and persistence in the face of repeated set-backs.“

Mette Stannow

Managing Director at Accenture Song
Future of Marketing & Generative AI Expert

Minna’s inspirational story was both compelling and accessible. I was able to derive strategies I could use to overcome challenges in my career as a software developer. I was inspired by the way Minna politely rejected the expert medical evaluation of her prognosis and recognised she could beat those odds with her inner strength. Now I am identifying and nurturing my own SISU.

Abina Wheeler

Software Engineer

One take-away for

Corporate

Success comes with ferocious determination, hard work, resilience and having a direction and values to follow. By adding passion and perseverance to that, the corporate environment is more likely to host high achievers and leaders capable of handling responsibility in face of adversity.

Athletes

Failure and set backs are part of the routine, but overcoming them will lead to self-improvement and strengthen the capacity to suffer through difficulties. There are no shortcuts to excellence and talent is not enough for success, effort will remain the key factor, with passion, to prevail or bounce back, if needed from injuries.

Rehabilitation patients

When coping with adversity, it is crucial to remember what is valuable and achievable for each one of us. Self-belief, hope and passion, together with resilience, that can be learned, will help to achieve those values and goals. Choosing to be the leader of the consequences of an adversity, means becoming responsible for own destiny.

For all, in any domains

Creating and cultivating awareness of the inner strength that lies inside all of us, will grow the capacity to reconsider in face of adversity, making calculated decisions and turning the adversity into a positive opportunity and a triumph.



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