

## Mi Ridell - Reputation Resumé



Mi Ridell

*"With her unique knowledge, courage and charisma, Mi makes a difference, challenging with her humor and sharpness, to create change."*

**What you can expect from me:** I want to create value for you as a customer through my expertise in the subject of "body language". Using my experience as an actor, together with the very latest thinking, I want to be at the forefront of this area. By providing concrete tools to use immediately in your business, and lasting insights, it is my ambition that the knowledge I share, will become an enduring part of your business. In 2015 I shall also release a book and video material, which together with my app, will further reinforce the message and effect.

**A summary of my professional reputation:** "Mi is extremely professional with enormous dedication that permeates through everything that she does. She wants to make a difference and is always ready to take on new challenges, delivering messages which are underpinned by the latest research. Mi inspires great confidence and creates security, by always giving 100 percent in the mission. She guides listeners; using her passion, laughter and warmth, through her important message. Mi inspires with her unique knowledge; she challenges the accepted beliefs with humor and sharpness. She is charismatic, has an honest relationship with her audience, is full of energy, and is multi-skilled both as a moderator and lecturer. Mi has high ambitions, naturally reads customers, delivering and providing the best tools for lasting change. Mi is unique."

The summary is based upon responses from 13 colleagues and customers, who provided answers anonymously in November 2014.  
This has been analyzed by Per Frykman - Your Professional Reputation. © 070-624 00 58 [www.perfrykman.com](http://www.perfrykman.com)

**Track record:** [se.linkedin.com/pub/mi-ridell/21/a16/5a](https://se.linkedin.com/pub/mi-ridell/21/a16/5a)

*"As an accomplished actress and a graduate of my advanced nonverbal communications course, Mi Ridell brings together two powerful skills she can teach you: how to decipher human behavior and how to do a world-class performance to help your career."*

Joe Navarro, FBI Special Agent (Ret.) and the author of the international bestseller, *What Every BODY is Saying*.