



SISU: COURAGE, GRIT, RESILIENCE

Boost the core competence of the 21st century

INSPIRATIONAL SPEECH FOR LARGE AUDIENCES BY SZYMON KUDŁA

Sisu is a unique Finnish word that means resilience, inner strength, and tenacity in the face of adversity. In the volatile, uncertain business environment, sisu grows into a key competence of the 21st century. "Sisu" is also the title of Szymon's fourth best-selling book. Learn how your sisu is determined by your personal hardware (genes and personality), software (beliefs and attitudes), and helpdesk (people around you). Increase your ability to cope with unexpected difficulties in business and private life. Regain a sense of agency and hope for a better tomorrow.

Perfect for: everyone facing challenges and unforeseen difficulties, that is, 99% of people on the globe.

- **Your HARDWARE** (genes and personality): Why are some people driven by crises and adversities to act, while others feel completely paralyzed? Why do some wallow in misery, while others just do their things?
- **Your OPERATING SYSTEM** (beliefs and attitudes): How can you permanently shift your mindset in such a way as to boost optimism, proactiveness, and self-esteem?
- **Your APPS** (ad-hoc "software" that you use in a moment of trial): How can you keep "mental diarrhea" under control and maintain a healthy distance? Why (and when) can a storm be a real blessing in disguise?
- **Your HELPDESK** (impact of people around you): Is sisu (or the lack of it) contagious? How can you obtain support from others? Sometimes, why does everyone need not only cuddles but also a hit right between the eyes delivered by a sympathetic friend?



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