

Curriculum Vitae

Fredrik Grythberg
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Academic education

MASTER'S PROGRAM PUBLIC HEALTH SCIENCE

“Master in Public Health Nutrition and Physical Activity” Karolinska Institutet, Stockholm, 2004-2006
Disease prevention & health promotion, Health Economics, Healthcare Politics, Epidemiology, Disease Education, Biostatistics, Strategic health work and planning of campaigns.

Specialization (40p): Physical activity and nutrition (eng.): Physical activity in public health, Public health nutrition, Assessment, Behavioural science, Health promotion (e.g. Problem analysis, Capacity building), Social marketing.

Master thesis: Stages of change in relation to self-reported exercise and objective assessed physical activity levels.

MEDIA AND COMMUNICATION SCIENCE

Stockholm University 60p, 2002-2003

Media History & Media Structure, Popular Culture, Communication Theory, Journalism & Society.

Specialization (20p): Information, Propaganda, Advertising, PR.

C-thesis: Brand strategy - case study by Alcro Designers

Other diplomas and courses

- o Mindfulness, stayed 30 days with monks at Deer Park Monastery, USA, 2018
- o Certificate Motivational Interviewing, Stockholm County Council, Stockholm, 2017
- o Alcohol knowledge & behaviour change, Stockholm County Council, Stockholm, 2017
- o Mindfulness, Plum Village Buddhist Center, Bordeaux, 2015
- o Motivational Interviewing & mentoring programs, RFSL, Stockholm, 2012
- o First Aid Mental Illness, RFSL, Stockholm, 2012
- o Norm criticism & abusive treatment, RFSL, Stockholm 2011
- o Relapse prevention Alcohol & Drugs, SLL, Stockholm 2011
- o Practical project management, Stockholm University, 2010
- o Basic Course in Journalism, Poppus Journalists School, Stockholm, 2001
- o Diploma Strength Training Instructor, S.A.F.E., Stockholm, 2000
- o Diploma Massage Therapist, Axelsons Gymnastiska Inst., Stockholm 1999
- o Advertising Communication, Berghs School of Communication, 1998-1999

Selected work experience

ALCOHOL ADVISOR & COMMUNICATOR

The alcohol line, Stockholm County Council, Stockholm, 2017- part time, extra

Counsellor in telephone to people who have concerns about their own drinking or to relatives (partner, friend, colleague, employer) to someone who drinks. Methodology Motivational Interviewing & KBT elements.

- o Project manager and writer to restructure the website content according to new guidelines
- o Project leader for national brochure on the line as well as proofread in other prints
- o For clients on the line: change in behaviour to drink less (or according to goal)
- o For close relatives: Take care of yourself, communication and boundary etc.

Evaluation:

"Fredrik has a unique ability to lift people; to make them see their strengths, feel hope and that they can and are able to handle and change their situation. He has a wholehearted commitment and wants to genuinely understand. "

MIQA Group, Karolinska Institutet

LECTURER / ADVISOR / WRITER / COACH - Wellbeing & Work Environment Management

Own company, Stockholm, 2013-ongoing (fredrikgrythberg.com)

Selection of assignments:

- o Four seminars "Flexible work life" (Eng.), Hennes & Mauritz, Global HK, 2019
- o Well-being-Mentor / Coach for managers
- o Advisor to managers before moving to activity-based office, Atkins Global
- o Advisor rehab & coach to individual with fatigue syndrome, Atkins Global
- o Training of HR function on factors for successful health work, Swedish Teachers' Union
- o Lecture "Sustainable work life", Swedish Work Environment Authority
- o Leadership seminars "Work environment strategies for today's challenges", Jusek
- o Mindfulness Course; developed and implemented, 7 times, teachers, Estonian School
- o Conversation on stage for 70 top managers, theme "Recovery & Reflection", ÅF
- o Writer, about 50 articles, among others for Tidningen Karriär, Jusek, <https://fredrikgrythberg.com/artiklar-och-media/>
- o Two podcast episodes, Magazine Career, Jusek, <https://fredrikgrythberg.com/artiklar-och-media/>

In all assignments, I have been an adviser to managers and HR in both strategic and operational work environment work, often based on the Swedish Work Environment Authority's regulations on organizational and psychosocial work environment. This includes communication strategies.

Selected results:

- o As a consultant in a workshop with managers and architects in the implementation process for activity-based workplace at Atkins Global, the result was higher energy and better efficiency and willingness to cooperate.
- o A seminar / workshop for the Government gave HR valuable knowledge about needs, while at the same time visions and goals became clearer to the employees. This resulted in a significantly better organizational and psychosocial work environment as well as a work environment committee.
- o For H&M's global HR department, I had a consultative, strategic role during meetings prior to four seminars on the topic of "Flexible Worklife" during their Health & Safety Week, which laid the educational foundation for their continued work with middle managers.

- o In my role as a coach, both prevention and after fatigue syndrome, both the individual and their manager have gained tools and increased understanding of health factors.
- o Prior to a conference day at Climeon, I quickly analyzed the client's Sustainable Performance situation. I made suggestions and gave a lecture which was praised. The customer received follow-up suggestions based on the needs of different teams.
- o I have written about 50 articles, to which I have often interviewed researchers in areas such as organizational psychology and healthy change work.

HEALTH DEVELOPER & COMMUNICATOR

Bank health business health care, Stockholm, 2006-2008

Selection of information:

- o Created (and project manager) Swedbank's health day, which is still held every fall
- o Expert and expert support in the work environment / wellness for managers and employees
- o Initiated process development and new methodology for health care work
- o Project manager for national health campaigns and events in the banking sector
- o Development of health certification for Nordea
- o Development of the strategic health promotion work based on the customer's activities and the systematic work environment work
- o Project management of training days for health ambassadors
- o Development of training materials in work environment and ergonomics
- o Initiated a long-term project for internal communication within occupational health care
- o Created a communicative plan to facilitate communication around health
- o Creative coordinator for workshops

Additional work experience

- o Information manager & writer / layout editor of member magazine, The Swedish Animal Welfare Ass., 2011-2012
- o Project manager, cue-producer, budget responsibility, Event, Stockholm, 2003-2011
- o Personal Trainer and Massage Therapist, extra 1999-2006
- o Production and directing assistant Advertising film, Stockholm & London, 1996-1999

Own projects, volunteering & award

- o The tourist guide "Swedish Tasty Cravings / w mindfulness" at Airbnb Experiences. From concept to implementation. (Appointed One of the most successful experience hosts), Summer 2019
- o Mentor, HBTQ Kojan, RFSL Stockholm 2012-2016
- o Photo exhibition "How long is now" - theme of HIV, intimacy and expression, PUB, Stockholm, 2008
- o Photo exhibition "Bill is soo typical" - "Lego guys" in stereotypical gay situations, Scandic Front Copenhagen & Gallery Ageli, Stockholm, 2009
- o Newcomer of the year, Own radio program "Skotertugg", Umeå Student Radio, 2002

Language skills

Swedish, native language

English fluently

French: understands speech and writing

Computer knowledge

Microsoft Office, Mac

Adobe Indesign & Photoshop

EPiServer & WordPress