



Rasmus Hougaard

Speaker Profile







Rasmus Hougaard is the Founder and Managing Director of Potential Project, a global research, leadership development, and consulting firm on a mission to create a more human world of work.

His prescient views on the critical qualities of future leaders got him recognized by Thinkers50 as one of the world's most influential business thinkers. He has partnered with forward-thinking organizations like IKEA, Unilever, and Cisco to create a more human world of work by helping individuals, leaders, and teams to unlock the full potential of the mind. Rasmus is an experienced, authentic, and engaging speaker, having led more than 1,500 keynotes and workshops.

Rasmus is the co-author of *Compassionate Leadership: How to Do Hard Things in a Human Way* (Harvard Business Review Press, 2022). Using data from thousands of leaders, employees, and companies in nearly 100 countries, the book finds that when leaders bring the right balance of compassion and wisdom to work, they foster much higher levels of employee engagement, performance, loyalty, and well-being.

Rasmus also co-authored *The Mind of the Leader: How to Lead Yourself, Your People and Your Organization for Extraordinary Results* and *One Second Ahead: Enhance Your Performance at Work with Mindfulness*. In addition, he writes for leading publications such as Harvard Business Review, Fortune, Forbes, and Business Insider.

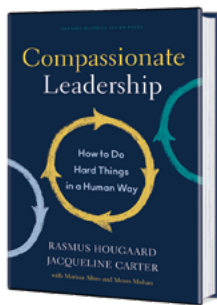
Selected speaking engagements

 TEN PERCENT HAPPIER	
 wisdom 2.0	
 HBR Live	

Rasmus has recently talked about:

- Compassionate Leadership: How to Do Hard Things in a Human Way
- Leading and Thriving in a Hybrid World of Work
- Mindfully Leading Virtual Teams
- Three Mindsets for Leading in Turbulent Times
- Managing Difficult Conversations with Courage and Compassion
- Developing Acceptance in Times of Change
- How Leadership Development Programs Get It Wrong
- The Future of Leadership Is Both/And

Latest book



Compassionate Leadership: How to Do Hard Things in a Human Way (Harvard Business Review Press, 2022)

Using data from thousands of leaders, employees, and companies in nearly 100 countries, the book finds that when leaders bring the right balance of compassion and wisdom to work, they foster much higher levels of employee engagement, performance, loyalty, and well-being.

Recognition

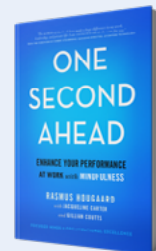


Rasmus was shortlisted among top management thinkers in the world. Thinkers50 Leadership Award recognizes fresh insights into the world of management thinking and ideas with the power to make the world a better place.

Books



The Mind of the Leader, published by Harvard Business Review Press, is the culmination of a two-year study of how leaders lead themselves, their people & their organizations for extraordinary results.



One Second Ahead: Enhance Your Performance at Work with Mindfulness is the business bible for enhancing your performance, resilience, and innovation with mindfulness.

About Potential Project

Potential Project is a global research, leadership development and consulting firm on a mission to create a more human world of work. We help individuals, leaders and teams to uncover the power of the mind and unlock positive, sustainable change.

For more than a decade, we have helped over 350,000 individuals at more than 500 clients to adopt new ways of working and leading. We are present in 28 countries with a network of 200 consultants and facilitators, and we serve hundreds of forward-thinking companies like IKEA, Unilever, Cisco, and Accenture.