

The most Inspiring Business

WOMEN

to watch in 2022



Founder & CEO of
IN Life Amplification

Inger Nordin

Founder & CEO of
The Life Power Institute

Lena Jo

“COOPERATION
NOT COMPETITION
IS THE NAME OF THE GAME”

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“Cooperation

Not competition is the name of the game’



As lifelong learners Inger and Lena once upon a time met at a training called “Millionaire Mind Intensive” 2017 in Stockholm, Sweden. They both focus on growing as human beings in all areas of life. Both are a little bit wild and crazy and used to think out of the box. From this moment on they kept contact and gave each other tips on courses, business opportunities, etc. ending up in friendship.

Inger and Lena both work with coaching and public speaking but instead of competing they cooperate. This provides value to both them and others. When women combine their knowledge and creativity only heaven is the limit. Lena has been working with people in crises all her adult life and Inger has immense experience from the corporate world. Look out for news about what they come up with next.

Women supporting women is key to success in today’s business world.



Inger Nordin
Founder CEO

IN LIFE AMPLIFICATION

“Our Mission is to help women step into their power - financially, personally and professionally - without compromising their femininity.”

Inger Nordin, the inspiring woman entrepreneur of “IN Life Amplification”, an organization, a guiding lamp engaged in unlocking the purpose of life for mid-life women. As today’s world is the world of entrepreneurship, what is more incredibly amazing is to see women in power, holding their fate in their own hands and wearing the crown of leadership in the World of Corporates.

Inger, our today’s Guest of “Inspiring Women Entrepreneur”, is a personality of great repute and with her firm beliefs she keeps on breaking the glass ceilings at her 70. She is a driven, goal and result oriented leader with +35 years of experience from different management positions. While talking about her late start as an entrepreneur, Inger described that after her retirement at the age of 65, she got bored as she was not facing any challenges in her life and thus, not learning anything new. **“I knew I had so much more to offer and missed being a part of something. I’m not the one, sitting down feeding the pigeons - I need action.”** She added.

A New Door, Not to Knock but to Welcome

“It’s never too late to start over - I did it when I was 65, what’s your excuse!”

Stepping into a new path, with joining a seminar and selling her car to signed up in a Quantum Leap Program, Inger did everything to go beyond the conformity. She knew she was on a right path when people started approaching her and found her inspiring in all spheres. It was the time when she knew which ball to kick in.

She started her own company RE-Act, LLC, focusing on property investment in the USA. Unfortunately, pandemic arrived and she had to close her company in 2021. But it didn’t stop her thriving towards what she aspires to be. The same year, she founded “IN Life Amplification”, a sole proprietorship company. Further she went through trainings, started her workshops, launched her book – “The Power of You2 – Create a Power Path of Success (Personally and Professionally)”, Inger did all to reach out a helping hand to people, a guiding lamp and a shoulder to lean on. If we need to fit Inger in a phrase it would be - Age is just a number! Wonders can happen to anyone at any age, one must strive hard with pure intentions and dedication.

IN Life Amplification: a bowl of Learnings

“I’m a constant learner”, Inger said eagerly. Academically & professionally, she has always been an ardent learner and held prominent positions in every domain she put her feet in.

IN Life Amplification is aimed to inspire, educate and provide guidance to mid-life women in need for them to find purpose and joy in life. IN Life Amplification conduct their courses & workshops generally in English but it has various cooperative partners those speak Swedish, Spanish and Filipino.

IN Life Amplification offers Life & Business Coaching, Money Management Strategy, Workshops, Masterminds and Mentorship through their 4 particular workshops under The Power of you2 - the 4S’s:

Science of the Mind – learn how to be present in the now, get clarity, learn technics to start & end the day being happy

Self-leadership – learn technics to start the day in a focused way - get routines to follow, understand how to attract what you want, learn how to work on feeling good

Sales – learn technics to build up your client list and follow up, learn how to focus to get a meeting, learn how to use different technics during the meeting and to close a deal; e.g., the SPIN - model

Social Media – learn how to use social media to build your brand, get clarity on how to use /not use Facebook, learn how to set up your company page on Facebook and LinkedIn.

Along with it, Inger published her book – “The Power of You2- Create a Power Path of Success -- (Personally & Professionally).” It’s a great read with so much enriching insights to rejuvenate life.

Newly released “The Power of You2: Mastermind - The Impact of Presence” due to the great demand in society just now. People have a need to be present with each other now when they finally are meeting up again. In this mastermind participants will: Realize how often they are not really present, see what’s getting in the way of them being present and be able to increase their presence with another person.



By this the participants will get better and stronger relationships – be it personally or professionally. Inger Nordin wants to give everything, what she holds. She personally helps women to strategize how to get a grip on their own economy by knowing where they are just now and getting a baseline. **“I believe its high time that we all not only females - look into creating our own economy. To be able to do this we need to be clear on where we are today.”** Inger said with folded arms.

Knowing your ‘Why’ is the Ultimate Goal

In talks with Inger Nordin about the importance of a purposeful life, she told all the readers of The Success Talks that - with a purposeful life you know your why and where you’re heading. Be it to leave a legacy or to make a difference in people’s lives.

“Without purpose you struggle. You are like an empty boat, or a reed in the wind, not knowing which direction to go in”, Inger emphasized. She further added, “And then suddenly you wake up and wonder where the years have gone and what you’ve achieved. To be able to find your purpose in life you need to know your why!”



The World of Empowered Women

Where women stand in this globalized world? Inger responded proudly, ***"It's my firm belief that there wouldn't be as much war in the world if there were more women on higher positions. The female way of being is caring not fighting."*** While pointing out the patriarchy in the corporate world, Inger says, ***"Presently there is still a glass ceiling in big corporations stopping women from reaching their potential."*** She shared her experience when the questions were raised on that she was told that she couldn't deliver as much as she did because it was a threat to her male counterpart. She thanks the founder of Global Women Club, Mirela Sula, for founding this club which is powered by a vision of **WOMEN SUPPORTING WOMEN**, Inger stressed firmly that the world of today needs more empowered women.

Challenge as a life coach

As talking about her challenges as a life-coach, she told her experience to the Success Talks, "I had a client that was a really good friend that I coached - listening to her struggle made me feel sick inside. I had to remind myself of the fact that **I was there for her and not me.**"

"As a coach it is important to **Stay away from being too personal**" - Inger stressed.

Advice for the Young Aspiring Women Entrepreneur

“Make an active choice to follow your dream and if you temporary fall down – remember that ***a baby falls and stand up again several times before learning how to walk***. Make sure that the people you spend most of your time with are the ones supporting you on your journey - you might need to “hang out with” new people understanding what you want. ***It's a fact that the five people you spend most of your time with are having the biggest impact in your life***. Get a mentor, keep your vision alive, take persistent actions, set your goals and celebrate each step you take!”

Real success for a life coach

When asked this incredible lady, having 35+ of experience about how she evaluates success as a life coach, with all calmness and sense of satisfaction Inger Nordin said, **“When people tell me that I’ve saved their life, or just made them feel better or getting out of a dark place that is real success for me.”**

What’s more in the Bucket for Future

“I want to increase the cooperation with others and build a team. **My plans are to go global and by this being able to help women around the world. Being able to change the lives of millions of people.** Building a brand for my company needs to go hand in hand with building my personal brand. I’ve started this journey via joining Global Woman Club and have been a speaker at several local meetings on different subjects (at the Paris meeting I spoke about *“The Power of You2 – The Amazing Power of Action”*, at the Zurich meeting *“The Power of You2 – The Hidden Strength of Vulnerability”*, at the Accra meeting *“The Power of You2 – The Power of Dreams”*, at the Frankfurt meeting *“The Power of You2 – 3 steps to communicate clearly and get your message through”*, and at the Johannesburg meeting *“The Power of You2 – The Impact of Presence”*. I was also a Panel Speaker (How to fast - track your professional career) at **Global Woman Summit** 11th of June 2022 in London. I have moreover been on several podcasts. All is adding up to getting cooperation partners as well as building my company (and my own) brand. By the Global Woman Award I got in London I believe I am on the way to build both my personal and business brand – so really moving towards my goal to help women step into their power.”

So here we come to an end of our enriching episode of ‘Inspiring Women Entrepreneur. We give our best regards to this lady of Impeccable excellence. It takes immense courage to be there where she is right now. We the team of The Success Talks, highly appreciate her in everything she does and wish her best of luck for her future endeav-

The LifePower Institute

“Our mission is to help you gain LifePower in all areas of life. To help you find yourself, your purpose and calling in life and/or business, grow in health, faith and creativity.”

Lena Jo, the CEO and Founder of ‘The LifePower Institute’, is an inspiration to all aspiring entrepreneurs those who have dreams in eyes, have potential to make a difference and daring enough to mould their fate as per their choices. Women entrepreneurs of the 21st century are the women going all the way to prove her true potential and capabilities. They are all in the process of making the world aware of what real feminism entails

Here, on the table of The Success Talks, we got an opportunity to interview Lena Jo, a woman - bubble of energy, maestro of creativity and full of life. She has been working tirelessly to bring positivity in the lives of others with her years of experience as a certified life coach. Lena is an accomplished leader, worked in diverse profiles with a commitment to make the world a better place to live!

All beans in a single cup

In conversation with Lena Jo, we asked her briefly about her company, why it was created, what services it provides and the sort of domains it is concerned with? Lena responded, “Originally, I was a physiotherapist and started as a consultant for traumatically brain injured persons, where I was responsible for their rehabilitation after the hospital and where I educated their staff and family. After a car accident 2003 I re-educated myself to become a pastor, coach and a family therapist and *continued my business as a faith based, gender intelligence, Life, Business, Family and Health Coach. I include all my skills under one umbrella. I put all this together; Faith, Science and Creativity.*” It is really fulfilling to work with health prevention, both psychologically and physically. I feel really happy when young people decide to seek my help.

A portrait of Lena Jo, a woman with short, curly, light brown hair, smiling and looking slightly to the left. She has her hands clasped in front of her chin. She is wearing a dark green velvet top with a floral pattern and large, round, reddish-brown earrings. The background is softly blurred, showing what appears to be a window with light coming through.

Lena Jo
Founder CEO

“How good is it not to get rid of the backpack of disappointment and abuse in early age and be able to live the rest of your life without that burden.”

“And with my professional help lay the path for the future. To see my clients dreams come through really makes me happy.”

Her company stands on the foundation of Biblical truth, “Because my company is grounded in the Christian faith I also have the advantage of praying for my clients. Where I, with my own knowledge, can not help, God often show me new insights and ideas on how to help my clients. **It is good to have someone greater than yourself in your team, and who knows my clients better than the creator himself?”** she remarked.

After her accident, she got very little help from healthcare system so she started working on herself by her own. She was a physiotherapist and through that experience she started making paintings which worked as a healing therapy. The magical watercolors filled her gloomy days with optimism, positivity and warmth. It made it possible for her to bring her LifePower back. Presently, her company provides coaching depending majorly on 4 pillars- 1. LifePower Life, Family & Business Coaching 2. LifePower Health coaching 3. LifePower Faith Coaching 4. LifePower Arts. It's a perfect blend and one-stop solution. All courses and mentorship programs are enlightening and available in both off line and on line mode.



Finding Your Call Is Important

When asked Lena Jo, about the importance of purpose in life, she answered gently, “For me it is very important. I always try to find a purpose or find my purpose in what I am doing and help other find their purpose. If I find no purpose in what I am doing, I change direction and find another way that is more fulfilling. I believe that every person is here on earth for a reason and purpose and it is our mission to find out what our calling is. Why am I here? What can I do for humanity, my country, my city or my family... or even myself? How can I make the world a better place for someone else?”

“Sometimes it can be that you just give a smile to another person and for someone else it can be to develop a medicine that saves a whole population. But everything is important, it doesn't have to be the huge things that changes the world for another person in your surrounding it can be just something you do in your every day life. For me personally my faith in a loving God who believes in me,

A LONG ROAD TO WALK

“I think that women are daring stepping out in their female power in a new way and taking their legitimate position beside the man in leadership as a

As Lena Jo, is a leading woman entrepreneur, showing excellency in bringing people out from despair. While questioning to Lena Jo, What is the position of women in this highly globalised world? She affirmed, *“I think that every woman has to work hard for her position, as do every man, but perhaps we have to work a little bit harder. We have to prove that it is worth working with us even if we take maternity leave and has to juggle both family life and business. But with the digital tools we have now, it is becoming easier.”*

“When God created humankind he made them to his likeness, as man and woman he created them and both are needed to mirror God in this world. *Our brains are build up differently and we have different hormones and all that gives us different abilities and different ways of making decisions and leading our team. We need both to gain the optimal results.*” She firmly emphasised.

She exclaimed (in a bold voice), *“It has always been a fight between good and evil in the world and one of the evil things has been not to empower women together with men.”*

An Advice to the Young Flyers

We urged Lena Jo, to share some advice or words of wisdom to the young aspiring entrepreneurs those dare to dream and ready to sweat hard on the ground. Lena eagerly pronounced, “Go for it! Prepare yourself, build yourself up with personal development teachings, contact people who have reach what you want to reach and learn from them as a physical mentor or reading their books and listening to their teachings. **Network with others; Cooperation, not competition is the name of the game.**”

“It is nothing more fulfilling than to be able to help a person find their path in life, and see them succeed.”

Lena Jo stressed, “Do not let your business overtake your life. Do not compromise with your values. Always put the family first. Many people who have hunted for success has lost their families on the way. And often the wellbeing of the family was the reason they started looking for success. Use every experience in your life which made you grow as a person both good and the more challenging one in helping others and your self.”

“Show your vulnerability to the world, it gives you more credibility and makes you more trustworthy. No one likes and trust a person who is fully perfect.”



Evaluating Success as a Life Coach

There are different meanings of success for different opinionated person. It was our eagerness to ask Lena Jo, how she evaluates success? Is success a materialistic phenomenon? If not, then what is true success for her as a Life Coach? She responded (with a calm smile), “When I see the look on the face of my clients change from despair to self-confidence, when I see their eyes starting to glow

Challenge and Dealings

When asking about to share any matter that demands her high attention, Lena shared a challenge she faces as a life coach. She said, “**If my client has a whole other worldview and other life values than me it is not always easy to be supportive**, but my work is to help my client to find his or her solution for the problem, help him or her to dig in to their inner place and **find what they really want and need and how to make it a reality for them**. It is not about me or my values it is about them.” On emphasizing more on how she deals with it, she clarified, “As I am a Christian faith based coach, my clients know that **we are counseling from biblical principles to find answers for everyday life in the 2000 century**. That is the core in all my work. I think that my genuine interest in my fellowman shines through.”



What Next to Expect?

“I have worked locally in Sweden for almost 30 years and now I want to go global and bless the world with all the time, money and effort that I have invested in my knowledge. With digital technic that is much easier now than 30 years ago. But I also plan on travel and do more public speaking from the physical stages around the globe. Next year for example I am going to the Global Woman Summit as a solo speaker the plan is that it will be in Manilla on the Philippines. That will really means traveling to the other side of the world.”



So here we come to an end of our episode with the amazing human Lena Jo, who sees life with more humanistic approach which makes it more natural and authentic. We, the Team of The Success Talks, congratulate her to come so far and making the world a better place to live for all of us. We thank Lena Jo for her valuable time and wishing her best of luck for the future endeavors.