

# Monica Jonsson



**CoachDynamix™ S.A.,  
Founder**

*A woman leader must remain a woman. Taking on male qualities with the objective to be perceived as "one of the boys" is not a healthy recipe for a successful career.*

If you didn't know it, this discrete woman was a pioneer in 2002 when she created the first coaching company in Luxembourg, specialising in first-rate executive coaching services. Monica Jonsson brings 20 years solid business experience (Sweden, Hong Kong and Luxembourg) to her coaching practice. Being genuinely interested in people and personal development, starting her own coaching practice was a natural step for her. She left a successful corporate career wanting to make a real difference on

a human level and not only chase after quarterly revenue targets. *« I feel blessed to have a profession that I really love doing and that gives me a sense of purpose and joy. Coaching my clients to gain more clarity and reach their goals gives me a sense of fulfillment. »*

Monica Jonsson is an optimist and refuses to believe in failure. For her, the difference between those who succeed and those who don't is the willingness to see setbacks as experiences and to learn from them. *« If what we are doing is not working, we need to step back and understand that we may need to do something different in order to get the results we want. »*

Her advice to women with leader potential is to embrace and be proud of their female qualities, as well as to become kinder and better at supporting each other in a business context. She encourages women to develop a sense of sisterhood *« where we naturally help, support, coach and mentor each other to succeed. Once we start to progress in our careers we need to be generous and share our experiences. Men have understood this principle. We still have some way to go here. »*

Monica Jonsson strongly believes that *« a woman leader must remain a woman, not try to be a man because she thinks she will be more accepted by her male colleagues. Taking on male qualities with the objective to be perceived as "one of the boys" is not a healthy recipe for a successful career. As women, we need to be confident, proud and remind ourselves that we contribute many valuable attributes that are complementary to those of men. By working together we can create significant synergies based on the principles of win/win. In my experience, the most effective teams with the best working atmosphere are teams with a good balance between men and women. This is the recipe for real success ! »*