

# Martin Christensen

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I am a Product Transformation coach enabling empowered teams, effective organisations and successful products since around 2017. I have experience helping the end user of a product or service as a UX designer, servant leader, team facilitator and teacher since 2001. I've written a book about how to implement product discovery methods with highly collaborative empowered teams. For me, it is equally important to build the right product as to build it in the right way, including making everyone feel awesome in the process.

"Martin has a positive attitude towards helping others grow and he makes sure that people have understood the concepts before continuing. He is very easy to talk to and every single interaction with him has helped me in either getting different perspectives, excelling in the product craft or growing my personal skills."

- Kristel Viilup, Product Manager at King

- **TRANSFORMATIONAL COACHING AND ASSESSMENT**

Helping organisations to evolve into something better, usually more impact-focused. Clients include **EQT, King, SVT, Genero, GfK NORM** and others. This work is supported by certifications in Enterprise Agile Coaching (ICP-ENT) and Coaching Agile Transformations (ICP-CAT) as well as many years of experience in organisations showing real agility as a coach or individual contributor.

- **PRODUCT MODEL AND PRODUCT DISCOVERY COACHING**

Helping organisations become create truly successful products, through a well-knitted operational model including product strategy, product discovery and product delivery. Clients include **King, Snow Software, AcademicWork, SVT, Bonnier News** and others. This work is supported by for instance Marty Cagan's Coaching the Coaches and TRANSFORMED trainings as well as many years of experience in doing strategy, discovery and working collaboratively in product delivery as a UX researcher and designer.

- **AGILE TEAM COACHING**

Helping teams increase effectiveness and motivation. Clients include **EQT, King, SVT, Bonnier News, EPiServer, Travellink, Swedish Pension's Agency** and others. This work is supported by certification and training in Coaching Agile Teams (ICP-ACC) and Organisational and Relationship Systems Coaching (ORSC) as well as many years of experience in focusing on team collaboration as a facilitator.

- **PERSONAL AND LEADERSHIP DEVELOPMENT COACHING**

Helping individuals to evolve into something better. Clients include **EQT, King** and others. This work is supported by certification in The Leadership Circle (TLC) and Integral Coaching.

- **MENTORING**

Helping people grow and learn new new ways of working. Clients include **King, Zington, Qwaya, STIMDI** and others. This work is supported by ICP-ACC certification which includes mentoring techniques.

- **TRAINING**

Helping teams and organisations learn new skills and concepts, such as Product Strategy, Product Discovery, Servant Leadership, Team Collaboration, User Research and Self-Leadership. Clients include **Nordea, EQT, SVT, TocaBoca, Telia, King, Einride, SEB, Skatteverket, Avanza, Kambi, Snow Software, Stim, Clavister, Funnel** and many others. This work is supported by years of experience teaching in higher education.

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