



CV for Inez Abrahamzon

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I am southern Lapland born and bred and believe that your future is guided by where you put down your roots. You could describe me as the proverbial busy bee because I love to have many projects on the go. As well as running my media communications company Inez Text och Bild, which I founded in 1991, I'm also constantly studying to increase my overall knowledge.

I first trained to become a child carer and then a pre-school teacher. After injuring my back taught at Storuman Adult College. While working here I ran a special course where the objective was to help the pupils realise their dreams. The teaching methods I devised were later evaluated and proven to very be innovative and successful. Since then I have continued my studies at university level. Pedagogy, methodology and leadership have always interested me. Several years ago I completed a three-year course at Stockholm's Institute of Journalism.

In spring 2007, I was voted vice-chair of the national body representing rural networks, Hela Sverige ska leva (All Sweden Shall Live) and later became became the first woman to chair the organisation, a role I carried out until April 2013 and which saw me work closely with Karl-Erik Nilsson, chair of the Swedish Football Association.

In 2011, I became the first woman to chair Hela Norden ska leva, the organisation representing the Nordic countries. I am due to step down from this post at the beginning of 2014.

My interest in and desire to work voluntarily with local development during the 1990s spurred me on to establish Sweden's first regional rural council. Two other female colleagues were involved, one of whom, Maud Olofsson, went on to become Minister for Enterprise and Energy.

The knowledge and skills I gleaned during this period enabled me to lead, plan and write both plans of action and descriptions of processes for various authorities and departments. Examples include the regional political publication *Landet Vinner (the countryside is winning)* and *Vägval (choosing your route)*, a planning tool used by the Swedish Transport Administration. *Vägval* provided me with an insight into the organisation's infrastructure and decision-making process.

At the end of the 1990s I was assigned to the reorganisation of the Centre Party and, with two other consultants, led it through the process of Enspirited Envisioning. Many aspects of this were concerned with the ability to communicate and as a direct result, the party was able to halt a negative slide in popularity.

Since then the party has entrusted me with several projects despite the fact that I am not a member or affiliated with any of its member organisations. Between 1999 and 2001 I led the UPP government project, in the county of Norrbotten. The aim was to highlight negative issues that were hampering small businesses, the influential abilities of younger people and local municipal decision-making. The project was extremely successful. Our analysis resulted in the creation of new forms of business aid and brought such positive results that we were the lead item on the national radio news not once but twice.

In 2009, I wrote *Göra jämt*, a handbook for those working at the County Administration Board, Sametinget (Sami Parliament), National Board of Forestry, Leader etc to boost results regarding equality and integration objectives. The challenge was to strategically communicate the role of responsibility, objectives and resources in an easily understood way and which could be used at every level: from EU Directive to national policy to individual administrators and finally when seeking financial support from the Rural Development Programme. A film, with myself on reporting duties, was specially produced to accompany the publication.

The purpose of this profile is to showcase my ability to communicate as a leader and create long-term and sustainable development strategies for complex organisations. When it comes to education and development, I use the systems theory method, which is why individual and group processes are always linked to those which change entire organisations.

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