



# Resilience – your biggest competitive advantage

*Why?* The ability of people to stay focused, adaptive, and effective under pressure safeguards supply security and is vital for company success.

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Focus Tiger

# Neuroscientists, psychologists, and business leaders



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Financing, Multitude



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Professor, neuroscience, HU



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AI & Data Lead, Relex

Top100 startups  
globally in **SLUSH100**



Winner: UN  
sustainability goals



Finalist 2025 at

**ISG** AI Impact Summit

Researched at the  
University of Helsinki



## THE THREE + ONE PILLARS OF HUMAN RESILIENCE

1. Mental flexibility
  2. Emotional regulation
  3. Physical wellbeing
- 4. Ability to focus





# The power of mindset



Alia Crum: The Milkshake Study

- The way we think stress impacts us has a great impact on the actual effects of stress in our brain, mind, and body.
- The narrative of ourselves is powerful.
- In which situations has stress been enhancing for you?

## IS PERSONALITY OF YOUNG PEOPLE CHANGING?

# The narrative of ourselves is powerful – and it's changing.

Is the digital world outcompeting real-world commitment?

Average agreement with different descriptions of self (5 = strong agree, 1 = strong disagree)

Makes plans & follows through



Perseveres until finished



Is easily distracted



Can be careless

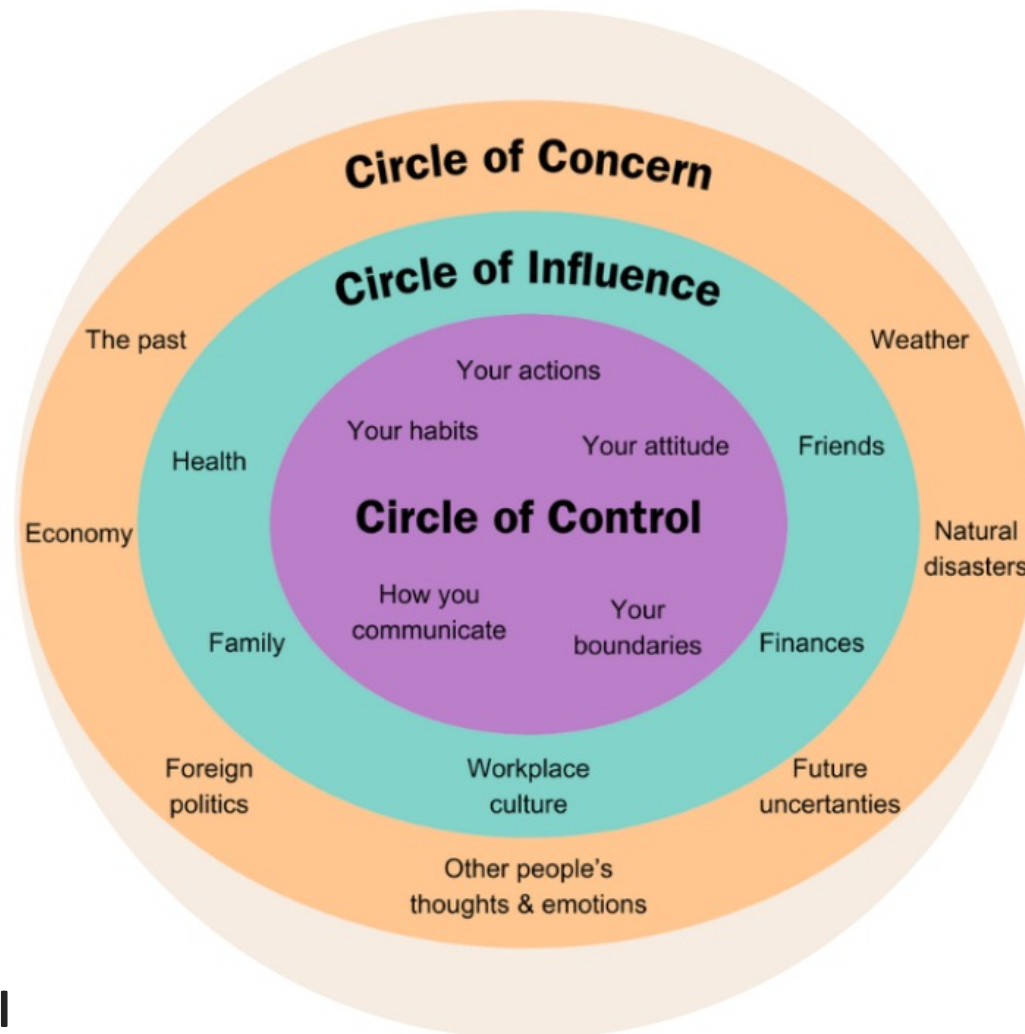


Source: FT analysis of the [Understanding America Study](#).  
FT graphic: John Burn-Murdoch / @jburnmurdoch  
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## CIRCLE OF INFLUENCE

# What are you **focusing** on?



How would you like to be able to approach stressors that you cannot influence?

**Physical wellbeing, brain chemistry & resilience**

**Why should we talk about  
the brain when we talk  
about physical activity?**



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Tiger**

# PHYSICAL ACTIVITY, BRAIN CHEMISTRY & RESILIENCE

## Exercise impacts the brain – instantly and long term.

The brain is made for **moving**.

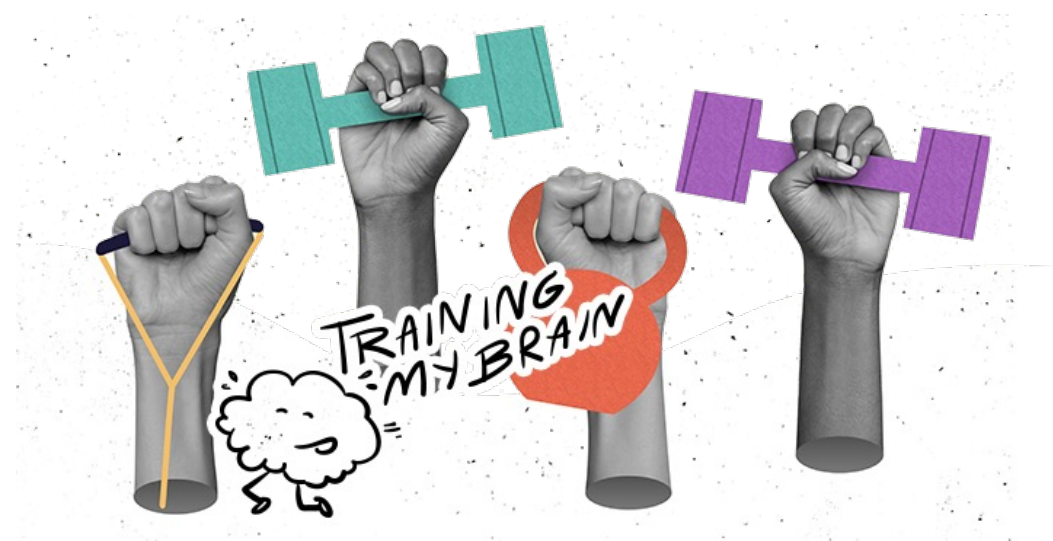
It activates the brain's **reward system**: we get a **good feeling**.

People who exercise regularly have a **lower stress response** than those who are less fit.

→ *dopamine, serotonin, adrenaline, endorphin, GABA*

Physical activity

- ✓ **Focus**
- ✓ Intelligence
- ✓ Creativity
- ✓ Learning and memory
- ✓ **Resilience**
- ✓ Mood







FOCUS → RESILIENCE → FOCUS

## **Resilience = ability to focus and stay persistent amid change**

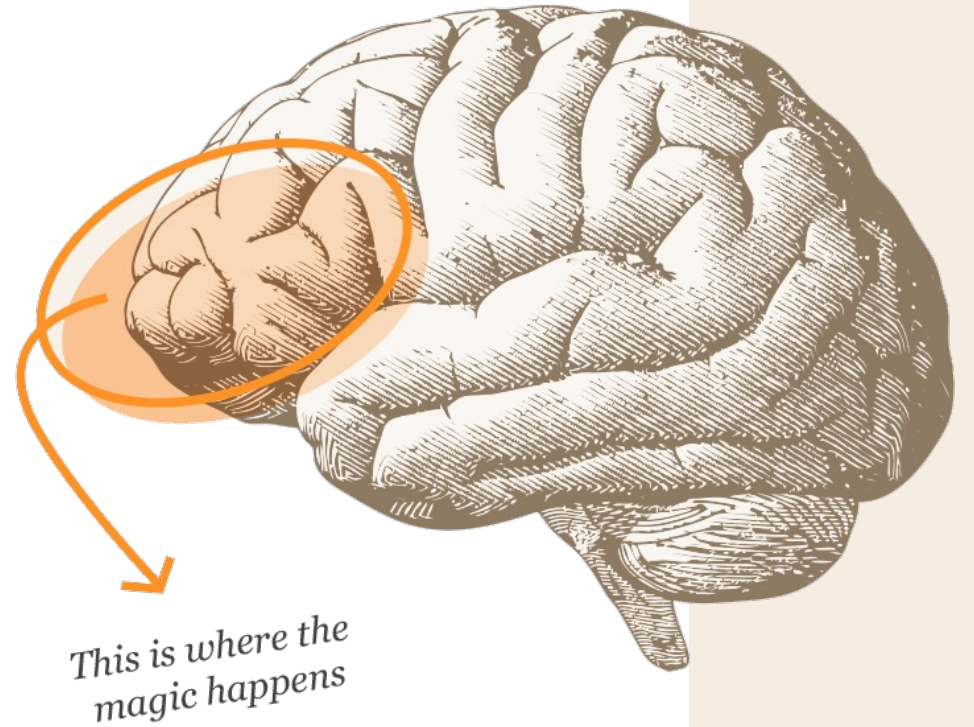
Everyday resilience at work

- the ability to stay focused and persistent during change, adapting to challenges without losing sight of goals
- Ability to focus **even** when tasks are boring, uninteresting, unmotivating, or difficult.

The ability to focus builds resilience.



# How do we focus today?



*This is where the  
magic happens*

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# The attention crisis isn't just personal, it's a business risk.



The attention span of a brain worker has dropped from 3 minutes to

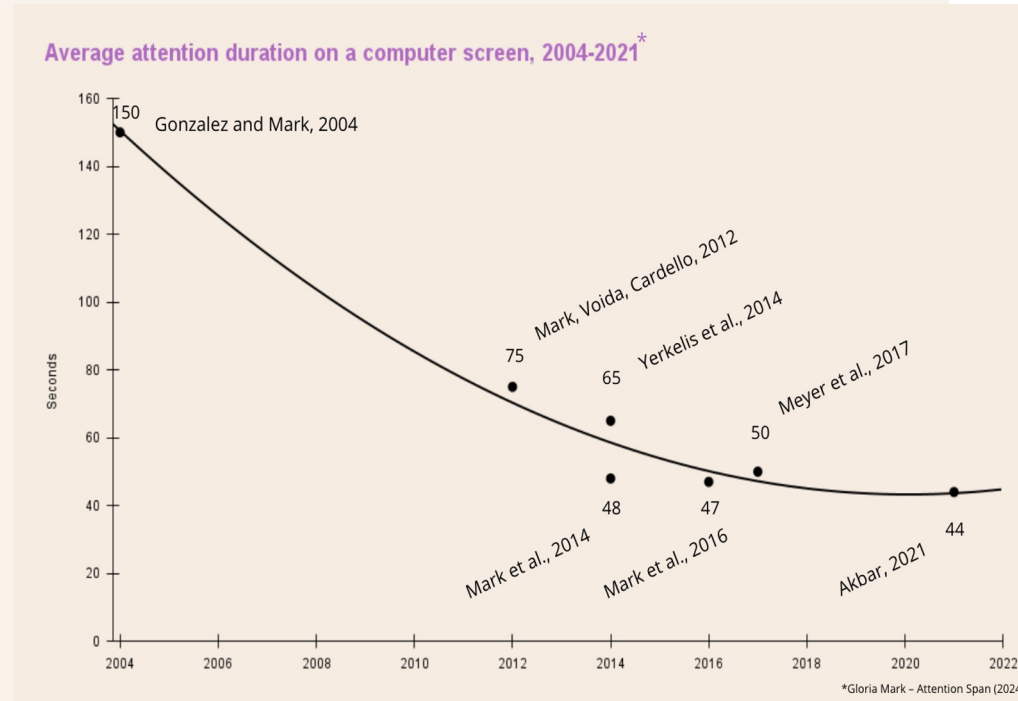
## 47 seconds.

Mark, G. 2023

Employees are interrupted

## 275 times a day.

\*Microsoft 2025 Work Trend Index report



Multitasking wastes **2.1 hours** a day and **cuts productivity by 40%.**

Meyer 2001; Madore 2019

# Focus Tiger

## SUMMARY

# How to develop a resilient mind

- Build a **Focus Culture**: where cognitive performance is high, but chronic stress is low.
- Teach people to **challenge themselves** and how to recover
- Practice stress-is-enhancing and growth mindset
- Impact **brain chemistry** and stress threshold through healthy habits.

→ You'll have a winning team that stays ahead in a changing world.



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**There is not going to be less work.  
Work is not going to get easier.  
But *how* we do it will set us apart.**



**Focus  
Tiger**