



# Voimaa eteenpäin! - service

**Voimaa eteenpäin is a low-threshold supporting service for companies.**

Small businesses that have faced significant challenges in their service due to the coronavirus will receive expert help in person. It's also possible to participate anonymously in the service.

Voimaa eteenpäin offers two separate services:

**1**

- support for mapping the financial situation and possible sparring in business matters or in case of shutdown of the company
- support for contemplating new business opportunities

**2**

- support for coping with a situation (advice and conversational assistance on working and operational capacity)
- increasing the entrepreneur's working and performance ability

In both services, according to your situation and wishes, we offer a personal meeting or ways to contact the coach in other ways as well as group meetings on site or online. You can choose which of our coaches you contact, and if necessary, you can also be smoothly transferred to be coached by another expert. You will also receive service in English if necessary.

# Coaches

## Heidi Alariesto, Nonna Group

Heidi Alariesto has strong networks and networking skills. "I can help you find new customers, contacts and potential business partners." Business expertise and HR management are also her strengths with over ten years of experience in software, human resources services and health and social services. In addition, Heidi has experience in the productization of services and in sales management, especially in the field of utilizing social media. "I have also been business sparring for years, as a shoulder to lean on for entrepreneurs and as a person to ponder ideas with."



## Ari Saarela, Lappi Consulting Oy

Ari Saarela is the CEO and business consultant of Lappi Consulting Oy. Ari has versatile and long-term experience in business development in companies in Lapland. Ari's strengths for coaching include business growth and renewal, stabilisation of operations in crisis situations and health services. Ari's strengths also include management and finances, as well as funding knowledge.



# Coaches

## **Simo Arvi Alaruikka, Cambio Solutions Ky**

Simo Arvi Alaruikka from Cambio Solutions Ky is a business coach who specialises in micro, small and start-up companies as well as in crisis and change management. Simo has over 20 years of knowledge in business development and as a manager, and in these areas he has long training and coaching experience.



## **Paula Kähkönen, Valmennustalo Tempo Oy**

Paula has worked in Lapland as an entrepreneur and staff trainer, as a coach for 15 years in various industries. "I always bring my network expertise and stakeholder knowledge for the benefit of the entrepreneur. My expertise focuses on personnel and recruitment issues, work ability and coping, comprehensive well-being, support in conflicts, change processes taking into account the company's strategy and funding, as well as the development of interaction and work roles." Paula's guidance covers the following themes, for example: How to keep the direction, goal and tasks clear in a changed situation?



# How to get involved

Sign up via the [Webropol link](#).

The start time and duration of the service are agreed upon separately, however, the service lasts no more than 5 hours.



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