

BJÖRN VIKARD

The Anti-Consultant

Media Kit Webpage — Visual Mockup

How bjornvikard.com/media will look when built
All 13 sections shown in page order

Vikard Coaching — V1

SECTION 1 — HERO

Media kit

The Anti-Consultant — family business succession

I spent nearly two decades in aerospace manufacturing — from CNC operator at Volvo Aero to Managing Director across six countries. Now I partner up with family-owned manufacturers to build succession systems that work without the founder.

Author of Leading with Character Across Cultures (Amazon Best Seller) and Don't Exit Wrong.

20+ years in manufacturing | 6 countries | CNC operator → MD

Professional
headshot
600 × 800 px

SECTION 2 — DOWNLOADS

Grab what you need

No forms. No email signup. Everything a podcast host needs, ready to download.



Press kit (PDF)

Bio, topic angles, interview questions, credentials, and sound bites.

↓ Download



Headshots (ZIP)

Square, portrait, landscape, transparent. All 300 DPI.

↓ Download



Logo pack (ZIP)

Vikard Coaching logo in navy and white, transparent backgrounds.

↓ Download

SECTION 3 — FEATURED EPISODE

Hear me on a mic



Factory of the Future

AW Schultz — USA

A deep conversation about manufacturing transformation, building operations from scratch in Sri Lanka, developing women leaders on the factory floor in Indonesia, and what happens when a Swedish manager tries to lead an Indonesian team the Stockholm way.

SECTION 4 — MORE EPISODES

Past podcast appearances



The Thoughtful Entrepreneur

Josh Elledge — USA

Anti-Consultant positioning, the succession problem, and the Volvo consultant origin story.



Pre-Zero Sports Talk

Sid Bensalah — Sweden

Cross-cultural leadership, Ferguson/Man United succession failure, AI in consulting. Natural humor comes through most here.

↑ As you add episodes, this section grows. At 6+, switch to a grid layout.

About Björn

Björn Vikard spent nearly two decades in aerospace manufacturing — from CNC operator to Managing Director across six countries. Now he partners up with family-owned manufacturers to build succession systems that work without the founder. Author of *Leading with Character Across Cultures* (Amazon Best Seller) and *Don't Exit Wrong* (July 2026).

"Björn Vikard — family business succession coach and the Anti-Consultant. He spent two decades in aerospace manufacturing, from CNC operator to Managing Director across six countries. Now he helps family-owned manufacturers build succession systems that actually work without the founder."

📄 Copy this intro

▼ Read the full bio

What I talk about

I bring floor stories to every conversation — no abstract theory, no consultant-speak. Pick one, combine elements, or ask me about something not listed.

Topic 1

The succession crisis in family manufacturing

70% of family businesses don't survive the second generation. Not because the plan was bad — because nobody executed it. I watched a \$44M manufacturer collapse overnight.

Episode titles: Why Your Family Business Probably Won't Survive You — The \$44 Million Collapse — Succession Isn't a Retirement Party

Topic 2

From CNC operator to Managing Director: leadership across six countries

I started on a factory floor in Sweden and ended up running manufacturing operations across four continents. I did a public apology on an Indonesian factory floor.

Episode titles: The Factory Floor MBA — Compliance Is Not Commitment — What a Public Apology Taught Me About Authority

Topic 3

The Anti-Consultant: why I refuse to call myself a consultant

When I started at Volvo, a consultant walked in and I gave him grief. That conversation stuck with me for 20 years.

Episode titles: Why I Spent 20 Years in Factories and Still Won't Call Myself a Consultant — Execution Over Recommendations

Topic 4

Building organisations that outlast their founders

The founder is "the spider in the company." I help founders install the systems and test whether succession holds through planned absences.

Episode titles: Are You the Spider in Your Company? — The Founder Independence Test — From Founder Risk to Founder Freedom

8 questions that open stories

Conversation starters, not a script. Each one opens a real story.

1

You went from CNC operator to Managing Director across six countries. What's the biggest thing that career arc taught you?

2

You call yourself 'The Anti-Consultant.' What does that actually mean — and what happened at Volvo?

3

You talk about the '\$44 million collapse.' What happened to that family business?

4

You did a public apology on a factory floor in Indonesia. What went wrong?

5

You say 'compliance is not commitment.' What does that look like on a real factory floor?

6

Your succession system includes 'founder independence testing.' How does that work?

7

What's the number one mistake family business owners make when they start thinking about succession?

8

You work across very different cultures. How does culture change the way succession works?

SECTION 8 — SOUND BITES

Sound bites and talking points

Use these in promos, show descriptions, or social posts. They're things I actually say.

"If your business can't run without you, that's not dedication — it's risk."

"I'm the anti-consultant. I don't leave you with a binder. I build the systems with you, on your floor."

"Succession isn't a retirement party you plan in your last year. It's an operating system you build while you're still strong enough."

"Compliance is not commitment."

"The next generation has to earn authority through performance — not inherit it."

SECTION 9 — SOCIAL PROOF

What podcast hosts have said

"What you've done is really something to be proud of and I'm considering myself honored to have met you."

— AW Schultz & Alexandria Bjerg, *Factory of the Future*

"You've got a lot of expertise. And I think it's a really, really important topic."

— Josh Elledge, *The Thoughtful Entrepreneur*

SECTION 10 — FUN TRIVIA

A few things you might not know



My wife is a trained Thai chef. Great for the food, terrible for the waistline.



We're building a sustainable farm in Kanchanaburi — grow everything you need, trade with your neighbours.



My first scuba dive was at the Great Barrier Reef. Everything since then has been a letdown.

⚙️ I started as a CNC operator at Volvo Aero as a teenager. My first day on the factory floor is still more useful than any leadership seminar since.

📖 The name Vikard is a taken name — my great-grandfather wanted to be a vicar, so he changed the family name.

🕒 I live in Bangkok and record from my home studio. I'm used to late-night sessions to match US and European time zones.

SECTION 11 — VISUAL ASSETS

Visual assets

👤 Headshot

Headshot

↓ Download

**Vikard
Coaching**

Logo

↓ Download



Book covers

[View on Amazon →](#)

SECTION 12 — VIDEO CLIP

See me on camera



Clip from The Thoughtful Entrepreneur — 2:30

Skip this section until a polished clip is uploaded to YouTube.

SECTION 13 — BOOK ME

Book Björn for your podcast

If your audience includes family business owners, manufacturing leaders, or anyone thinking about what happens after the founder steps away — I'd like to be on your show. I bring real stories from real factory floors, and I cross-promote every appearance on LinkedIn.

✉ Email Björn

Or connect on LinkedIn: linkedin.com/in/bjornvikard