



# ASKO KÄNSÄLÄ

Asko Käsälä is an experienced business leader and leadership coach, lecturer and investor who is currently writing a book on leadership.

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D&I work is important because it will eventually touch every person, including you and me. The forerunners already understand the importance of D&I to business and future success. They build a diverse, inclusive culture through concrete actions and metrics. In the future, D&I will simply be part of any great organization's sustainable and successful operations.

## WHY INCLUDIA'S ADVISORY BOARD?

- There were several reasons for me to join. Firstly, the importance and significance of D&I. Secondly, the desire to help Jonna and Includia. Also, the desire to learn myself. I'm involved with an open mind to support, help and learn together with Anneli and Sami.
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