

## **Connecting Estonian business with Europe and the world**

### **Malle Post to become ImpactBuilders BusinessPartner in Tallinn**

*Tallinn, 7 June 2021 – Malle Post believes Estonia has a role to play in the international business community. That's one of the reasons why she joined ImpactBuilders Advisory & Coaching as a BusinessPartner. The European top experts from ImpactBuilders can help Estonian companies realize sustainable growth, and Malle is now going to reach out and guide her network contacts to find the right experts within ImpactBuilders.*

A lot of Estonian companies have been very successful over the past decades. The economic environment was vibrant, and business was booming. The current economic challenges are new to many Estonian businesspeople. "That's why the ImpactBuilders Advisory & Coaching partners are so interesting for the Estonian business community", says Malle Post. "Many of them have witnessed comparable difficult times in the past, and have gained hands-on expertise on how to create the necessary changes that get a company on a higher energy level (again). I hope that I can get my Estonian contacts to meet these top experts, and help give the Estonian economy a solid boost."

### **Client-value is key for every transformation**

ImpactBuilders founder Jan Lagast is one of those top experts. He has been focused on industrial marketing, international business development, and strategic advisory over the past 10 years: "Some of the clients I helped in the past were nearly bankrupt, and less than two years later they were substantially profitable."

The main secret is to focus the entire organisation on creating client value. Such a transformation starts with a very small strategy definition exercise. A couple of days work, and the foundation is ready for the future. After that, many aspects of the company have to be aligned with the new vision.

Jan Lagast: "That's why we are creating a group of advisors, mentors, and coaches who have the same beliefs and values, and add complementary skills and experience to the group. Together, we can help any company grow and remain successful."

### **Malle Post as ImpactBuilders 'network magnet'**

"I am happy Jan Lagast moved to Tallinn last year", tells Malle. "I can now bring Estonian companies easily in close contact with this growing international advisory & coaching firm, which is headquartered in the old town of Tallinn."

"And, we are happy to have met Malle Post", adds Jan, "She is a warm person, who has the unique skill to bring business people together wherever they are in the world. She founded the Association of Estonian Accountants, and helped organize the European congress of the European Accounting Association. (EAA). She now will be our network magnet in Estonia, and beyond."

More info [www.impactbuilders.eu](http://www.impactbuilders.eu).