

PRESS RELEASE

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Foreword by Pol Codina, CEO of PepsiCo Food Ventures

Work Like a **NORDIC,** Live Like a **MEDITERRANEAN**



Plataforma
Editorial
Empresa

The Ten Commandments for
Getting Organized and Achieving Balance

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Work Like a Nordic, Live Like a Mediterranean



In today's increasingly demanding professional world, many leaders respond to pressure by working longer hours and moving faster—sacrificing energy, clarity, and their personal lives. It works... until it stops working.

This book offers a clear and powerful idea: work like a Nordic, live like a Mediterranean. Working like a Nordic means creating structure, focus, and method: prioritizing with intention, protecting your calendar, and operating with maximum effectiveness. Living like a Mediterranean means caring for your energy, nurturing your relationships, and recognizing their essential role in sustained performance—while consciously enjoying life. The key lies in the combination: using structure to create space, and using that space to live better. Because only then is it possible to perform at your best while sustaining a full and meaningful life over time.

TECHNICAL SHEET

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Work-life balance is now a social and political priority. The debate on working hours (reduction to 37.5 hours or four-day week pilots) regularly features in the Spanish media agenda. The public conversation confirms that the relationship between work and personal life is under review. The book positions itself at the heart of this debate.

ABOUT THE AUTHORS



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Agustín Peralt holds a PhD in Business Administration from UPV and an MBA from ESADE. He is an expert in effectiveness for CEOs and executive committees and the creator of the FASE Method®. After fifteen years in senior management roles, he now leads transformation projects and mentors senior leaders at companies such as PepsiCo, Danone, and Siemens. He is the author of *Lead Yourself* and *The Six Pillars of Resilience* and serves as an academic collaborator in ESADE Executive Education.



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