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Keynote Proposal

“Vitality of a Viking”

Abstract

Every year since 2012, the World Happiness Report determining the world's happiest countries has ranked all five Scandinavian countries in the top ten of that list. Is it the Viking mindset that makes What these cultures so happy and the ideas be learned?

The concepts of Friluftsliv (Norway), Hygge (Denmark), Lagom (Sweden), Þetta reddast (Iceland) and Sisu (Finland) can't be translated to individual words in English. They represent ideas and philosophies fundamental to the Scandinavian culture that can be understood and applied to American lifestyles. Using the philosophies from all five Scandinavian countries, this program entertains and motivates attendees to seek balance between work and personal life and find a more purposeful life full of vitality beyond work.

This session incorporates the practical application of Icelandic philosophies and ideas presented in the books *On With the Butter!* by Heidi Herman and *Never Too Late* by Íeda Jónasdóttir Herman with Heidi Herman.

"On With the Butter is a wonderful and inspiring book! Through Heidi Herman's vibrant and engaging, and often humorous stories, intertwined with unique ideas and helpful information, she encourages curiosity, connection, and a call to action." - Laura Haw, Adjunct Instructor in Aging Studies, University of Indianapolis

"Heidi was a pleasure to work with, was knowledgeable about the subject matter, and was able to work through any technical hurdle during the recording. She is an experienced public speaker, who exhibited passion for the subject of which she spoke." - Julie DeStefano, Belmont Gallery of Art

Learning Objectives

1. Discover five Scandinavian lifestyle philosophies you may love.
2. Learn how to embrace new ideas and incorporate them into your own lifestyle
3. Learn three simple steps to adding fun and purpose to life outside of work.
4. Gain an understanding of how this change can benefit your mental and physical health.