

Nordic Insights_ Megs Jarvinen Eps 19.mp3

Satu: [00:00:13] Moi, Hejsan and hello, welcome to Nordic Insights, where I introduce you to high achieving Nordic and Nordic inspired people with expertise in business, life, style education, innovation, tech, travel and more. I'm your host have been passionate about all things Nordic as well as yoga, running sustainability, well-being and great coffee.

Satu: [00:00:40] Listen in for some tips on Nordic approaches to a happier and more holistic business and personal life. Join me to explore Nordic common sense and trends in this complex world. This podcast is delivered to you every Wednesday.

Satu: [00:01:03] Welcome to another episode of Nordic Insights. My guest today is South African born Sydneysider Megs Jarvinen, who fell in love with Finland in 2013 and decided to move there with his finished husband. And they did just a year ago. They're now living Kuopio, a small town with hundred and twenty inhabitants. It's located in the lake region in the eastern part of Finland. Around 400 case from Helsinki. I was very curious to know what her experience has been like so far when it comes to everyday life, but just the Four Seasons and the Finnish way of life.

Satu: [00:01:42] Good morning, Megs How are things in Kuopio? You are in the eastern part of Finland.

Megs Jarvinen: [00:01:48] I am. Good morning. Hi. It's so great to be here. Yeah, things are so good. I love it here. It's actually we're just the weather's starting to turn so that the days are starting to get a little bit darker. And I think we actually had our first snow on the weekend. So we're in, I guess, the third week of October and already there's some snow in the air. So that's cool.

Satu: [00:02:11] You know, I read that there was quite a little snow in Lapland, actually. So it's winter is definitely coming. But it's also a very nice time of year to kind of getting ready for Christmas and all that, all those lovely things.

Megs Jarvinen: [00:02:23] You know, I keep messaging my family saying that, you know, this is my favorite time of year. I think we got to spring and everything started to

bloom. And I thought, oh, this is amazing. It's so beautiful. And then we got to the heart of summer. And again, I thought, oh, my goodness, it's so beautiful here. And then the leaf started to change in autumn. And now I feel like Autumn is actually my favorite time of year. It's so unbelievably beautiful with the colors you see outside.

Satu: [00:02:49] Yes. No, I think having proper four seasons is such a rich way of living throughout the year. So, yeah, I kind of envy you that because we don't have that really in Australia a little bit, but not really like you have it there.

Megs Jarvinen: [00:03:06] That's true. That's very, very true.

Megs Jarvinen: [00:03:08] Great. So just for our listeners, can you tell us a bit about your background and why is South African person lives in Finland?

Megs Jarvinen: [00:03:18] Sure, no problem. Well, I grew up in Johannesburg, South Africa. I lived there until I was twenty five. I completed my studies in South Africa, but I actually did do a little stint. After high school, I sailed a forty two foot catamaran from Cape Town to the Caribbean. It was forty five days at sea and probably my first big adventure. I had an unbelievable time and I kind of got a taste for travel and experiencing the world. I lived in America for about six months and then I returned to South Africa and finished my studies and then I thought, where to next? And I got this opportunity to go to Australia. I moved to Perth initially. And Perth was an interesting place. And definitely it was challenging for me because I think I just finished my studies. It was two thousand and nine. And of course, the GFC, it just happened. So I was really struggling to find my feet in Perth.

Megs Jarvinen: [00:04:12] And so I got just a job and and worked for nine months and thought, OK, I need to change something, what can I do next? And that's when I decided I actually looked at a map and thought, you know, I'm not ready to leave Australia yet, where should I go next? And I looked at a map and I thought, oh, Sydney, now I've never been there before in my life, but I thought this sounded like a great place to live. And there would be lots of opportunities work wise there for me. And so I packed my bags after saving for about six months and hopped on a plane and moved to Sydney.

Megs Jarvinen: [00:04:45] And I was there for nine years. And it was there that I actually I met my husband, I now husband who's finished. Surprise, surprise.

Megs Jarvinen: [00:04:54] And we actually we visited Finland in 2013 for the first time. And it was actually the second time in my life that I'd ever seen snow. We went in the middle of winter. It was freezing cold and it was so beautiful. And I just fell in love with the people and I fell in love with the place. It was unbelievable. And I knew from that day that this was some way that I wanted to live.

Satu: [00:05:17] That sounds lovely. You then moved just last year, wasn't it?

Megs Jarvinen: [00:05:22] I did, yes. So we moved actually. Yesterday was our one year anniversary in Finland, so I moved one year ago. We moved to Kuopio initially. It was just meant to be a very short stint because my husband grew up in Leppavirta, which is about 50 kilometres away from Kuopio. And so we thought to be close to family, which is the reason we moved here in the first place. We have a three year old son and we thought it would be really nice for him to be close to family. And anyway, our intention was to live in Helsinki because I thought, of course, I'm going to have to live in Helsinki, not really knowing Finnish as a language. And and so our intention was to live here for three months and then and then move to Helsinki.

Megs Jarvinen: [00:06:01] And I've never left. So that's really great.

Satu: [00:06:05] So for our viewers, can you tell us a bit about Kuopio?

[00:06:09] Ok. Sure. So Kuopio is about four hours north of Helsinki. We're in the middle of Finland. In central Finland, we've got a population of just over a hundred thousand people. So it's a relatively small city, but thriving. There is so much happening here and there's so many interesting businesses and technology start ups. And it's it's quite I really didn't expect this, but it's quite unbelievable to witness what's happening in the city and how much it's growing and how connected we are to the rest of Finland as well.

Satu: [00:06:44] Yeah, it's always been quite a vibrant city. And when I was living in Finland, it was also very there's a very big hospital and university hospital, which is very one of the top ones in Finland. And yes, I did indeed understand also that there's a lot of

start ups now. And of course, there's also a big summer festival, Kuopio Dances ... How do you say Kuopio tansii ja soi. But what is it in English now?

Megs Jarvinen: [00:07:15] I don't know, even though I think it's just called the Kuopio Dance Festival, which is which is fabulous festival.

Satu: [00:07:22] I've been there a few times, so.

Megs Jarvinen: [00:07:24] I believe so I haven't had the luxury of attending yet because of coronavirus. Everything is canceled this year, which is quite disappointing. But yeah.

Satu: [00:07:34] What has been your experience in your personal life, you know, moving from Sydney, five million people city to Kuopio, which is, you know, one hundred twenty thousand people and it's right in the middle, almost the eastern part of Finland. So it's a very different world.

Megs Jarvinen: [00:07:49] Yeah. I mean, look, I think to start every Finnish person I've ever met, I've I've always we've gotten along straight away. I have not met one Finnish person that I have not gotten along with. But the general view of them and and Finnish people is that it's quite hard to connect and make friends. And so my biggest fear moving here was that I would be isolated, particularly because I didn't have the language yet. And and so I was really scared when I first moved that I was never going to make any friends or meet anyone. And so so that was a big fear for me, and particularly with my son and adjusting to his day care with him. He it's some of the the most surprising things is how warm and welcoming the people have been. He particularly with the language barrier. I mean, if you think about day care, for example, a lot of the areas that are a dickhead do not really feel that comfortable speaking English, but somehow we've still managed to form a connection. And that's really a beautiful thing. And it's quite funny.

Megs Jarvinen: [00:08:51] Now, when I pick up yesterday my son Jasperi from Day Care, I, I talk to the carer and she tells me about his day in Finnish and then I respond to her in English to see if I, I said and we have a little laugh to ourselves together. And it's just beautiful to see how that connection happens.

Megs Jarvinen: [00:09:09] But I think the biggest difference between coming from a big city like Sydney where there's five million people to study here, it's it's the work life balance. So, you know, in Sydney, I was dropping my son at daycare at eight a.m. and picking him up at 6pm, and that was pretty normal. He was never the last one there. There was always lots of other kids. Whereas here, I'll drop my son off at eight thirty.

Megs Jarvinen: [00:09:32] And and if I pick him up at four thirty, it's highly likely that he's the last one there.

Megs Jarvinen: [00:09:38] So I think things are quite different in terms of how people view work and life and and how how much people actually how much time people actually spend at the office. So that's been quite a big adjustment for me personally to to fight to find that balance between work and life living in Finland, and understand that I can still build a career here and that the work that I'm doing when I'm at the office, it's yeah, I'm making better decisions actually about how to spend my time because I'm here for less time. So that's a very big shift for me personally.

Satu: [00:10:13] That's nice. So can you tell about what kind of work you do?

Megs Jarvinen: [00:10:17] Sure. I actually started my career as a graphic designer about eleven years ago. Now I study graphic design, but then I always had an interest in the business side. And so I continued my studies and completed my honours in brand management. So I was always kind of torn between two worlds, the business side and then the design and creative side, which is kind of perfect in an agency environment. So so I started my career as a graphic designer and then I actually got my first job in Sydney with a start up agency. I was the first official employee, which was wonderful for me because it gave me an opportunity to experience more than just design. I think if I had gone into a bigger agency, I probably would have moved into a design department and just done that. But I got exposure to so much of the. Business world, being in a startup and having to kind of dabble into a little bit of everything, and I really found a deep passion for strategy and planning and bridging the gap between strategy and creative thinking. So that's that's where my passion started to kind of develop and my career progressed. I worked for a strategic consultancy the first my first job for five years. And then I moved into a strategic branding agency, and that's when I really

thought about branding. And so now in Finland, I'm working as a brand strategist, which has been a wonderful experience so far. And it's not only brand strategy, but actually just strategy generally in agency and how to connect strategy to creative work. I find that really meaningful and fulfilling. And so I'm working in a creative agency now here in Finland, where my primary role is brand strategy. But because of my broad exposure, I also work a little bit in operations and then also helping the team and setting them up for success with the right processes.

Satu: [00:12:04] But must be quite challenging to start working in a new culture, in a new kind of world for you, and then pick up a customer. You need to do a lot of research on background, really understanding the customer and what you want to achieve.

Megs Jarvinen: [00:12:21] That's something I feel really passionate about. Generally in my career. I've I've always believed that the customer comes first and and in order to develop a really powerful strategy, you have to understand that.

Megs Jarvinen: [00:12:34] And I think because I grew up in South Africa, I lived in America for a little bit. I lived in Australia, which has got a pretty diverse population in terms of people coming from all over the world and then moving to Finland. I feel like that part was quite ingrained into my psyche just from my own experiences. And it's really benefited my career because now when I go into new projects and a new and new clients, it's the first thing that I start to try and connect with is, OK, who who are you trying to talk to? Who's your customer? How are we solving a problem for these customers? And so coming to Finland, I mean, I think what's so beautiful about me and what I've really learned is the art of straight talk that that people just say how it is so you don't have to hide behind or pretend to know more than you do. You can actually just ask the questions. And I feel like that's really benefited me in my career and really getting to understand and come to the heart of what the problems are and how we can actually help.

Satu: [00:13:37] You just mentioned one thing being very direct and it's very normally a very honest conversation with what other features that you have kind of discovered that I'm sure with your husband also, but that very typical Nordic or Finnish features culturally.

Megs Jarvinen: [00:13:56] And so there's a couple of things that I have to say. What I'm still getting confronted with every day, which is been a little bit of an adjustment, is when I walk in on a Monday morning and I see someone at work and I say, hey, how are you?

Megs Jarvinen: [00:14:09] I get a very honest answer. And I'm not used to that because in South Africa and Australia, when you say to someone, hi, how are you? They typically say, Oh, I'm great, thanks, how are you?

Satu: [00:14:23] Yeah.

Megs Jarvinen: [00:14:24] And here it's just not like that. People are really honest about how they really are. And so you have to actually be willing to listen and have an honest person about it.

Megs Jarvinen: [00:14:35] So, you know, it's stuff like that that I actually think is so beautiful that that really forms is authentic connection with human beings, the good and the bad.

Megs Jarvinen: [00:14:46] And that's a good thing. And I think I've done that with my husband as well. You know, I'm quite animated and loud and talkative. And I think I see the world in quite oh, I'd like to think that I see the world in quite a positive way, whereas my husband's very pragmatic and it's not good or bad. But he just says things how they are, which is which is wonderful. And I always try and put a positive spin regardless of the situation. But he's OK with just how it is, really.

Megs Jarvinen: [00:15:17] And so that's that's been that's been really a beautiful thing for me to witness and and to kind of become self aware of when I pretend that things are OK when they're not OK.

Satu: [00:15:28] Yes. Yes. I can relate to that. Even though I have an Australian husband is a mathematician and scientist. So he's very similar and I'm very much more creative in big picture person, so I can totally relate to that. Any other things that if you think about that in your personal lives, are no different when you live in Kuopio than you lived in in Sydney?

Megs Jarvinen: [00:15:53] Well, you know, Sydney's a beautiful city and it's so close to the water, which which is beautiful. I mean, we used to spend a lot of time doing.

Megs Jarvinen: [00:16:03] The family, the to not walk and walking in Bondi, but I have to say my connection to nature here is so much more profound and meaningful. I find myself even if I take last night, for example, the sun was setting and the sky looked unbelievably beautiful. It was so beautiful. And I just had to walk down to the water. I had to go and walk to the water and sit there on my own in peace, maybe fifteen minutes of my day to reflect.

Megs Jarvinen: [00:16:34] And I think that connection with nature has been such a massive shift for me in terms of the hustle and bustle of living in a big city, very small, moving to a smaller city. And, you know, in Kuopio, every single house is less than five hundred meters away from water.

Megs Jarvinen: [00:16:49] They don't call it the capital of lake land for nothing. It really is like that.

Megs Jarvinen: [00:16:53] And and it's it's it's so beautiful to me. I've never witnessed such beauty in my life. And the trees that you see here, this big, massive trees that you can see have been growing for thousands of years. It's just unbelievably beautiful to see. So I think for me, that's the biggest thing.

Satu: [00:17:14] And how do you experience the Four Seasons? I mean, summer is lovely, but winter is quite, quite hard work and quite could be quite tough.

Megs Jarvinen: [00:17:46] He said that to me, and when I first moved here, quite a few of my Finnish friends that live in Australia were taking bets on how long I would last with the cold, dark autumns and winters. Now, I've only been here for a year, so I am still very new.

Megs Jarvinen: [00:18:01] But I have to say there's magic in the transition of the seasons. And for me, there's always something to look forward to. I mean, when you

now we're now in October, which is kind of the grimmest time of the year, according to friends.

Megs Jarvinen: [00:18:13] There's a lot of pessimism around at the moment. It's quite it's quite funny. I chuckled to myself when I get to work and people just their moods change. It's amazing. It's like they're just about to go into hibernation. But in the same breath, it's this snow is going to start coming and we're going to start seeing those trucks driving on the road, clearing the snow.

Megs Jarvinen: [00:18:34] We're going to have to change our winter tires soon. And and then, of course, there's Christmas and all the lights that come up in the city. And I just feel like, yes, there's the darkness and yes, that's hard. And yes, when it's raining and gloomy for days on end, that's tough. And you get that flashiness where you have to walk through an ice to get to your car, it can feel quite frustrating. But at the same time, it's a beautiful thing to witness the transitions between the seasons and to constantly have this change in your external environment. I think it does a lot mentally, at least for me,

Satu: [00:19:11] And Finns celebrate the seasons. There's always different foods and different celebrations in each season.

Megs Jarvinen: [00:19:18] There is totally different moods as well. I think it's so great. I love that.

Satu: [00:19:24] And what do you think about society, how the society works? And have you had any difficulties to adjust to say, you know, how to operate in the society and how do you deal with everyday life and kind of all the admin work and all that? So how do you feel about that?

Megs Jarvinen: [00:19:44] You know, I was nervous about this. I mean, particularly because of the language barrier. But then, of course, moving to a new country, there's always different systems and different ways of doing things.

Megs Jarvinen: [00:19:54] But so far, if people haven't been able to speak English, they've definitely understood. So we've I've managed even with admin staff, to find my

way. Of course, it helps that I have a Finnish husband. So he he kind of helped me set myself up in the beginning. I think had it not been for him, it would have been a lot tougher. But but everything does connect and everything does work together. So if you update your details in one place, they seem to update everywhere. So they've got some really good online infrastructure set up here, which makes it really, really easy. But adjusting to how you might book a doctor's appointment or something like that, it's it is quite a chat. I find that quite challenging because I have to call and talk to someone and nurse and then they decide whether you go and see a doctor or not. And that that I find quite hard and different to Australia, where you can just call and book a doctor's appointment, then that's it. And then you go in and see them. So it's it there's a lot more that happens on the phone and online. He then I think in Australia, which is being a little bit of an adjustment for me.

Satu: [00:21:03] And so there are a lot of things that that you see that you like. So as being like a one big highlight that you thought that that was the kind of the best thing that so far that you have experienced in a year.

Megs Jarvinen: [00:21:14] Well, this is going to sound terrible because I shouldn't talk about work, but I my my job, it's been it's been an unbelievably beautiful experience so far.

Megs Jarvinen: [00:21:25] When I first moved to Kuopio, as I said, I thought we were going to live in Helsinki. But when I when I started to walk around the city and started to experience the city, I fell in love. And I thought, OK, maybe there could be something here for me. And I went, I put some feelers out with some friends and I sent an email to the managing director of the agency that I work at and said, hey, here's my CV. Do you have anything? They didn't have any jobs kind of advertised, but I thought maybe there's an opportunity there. And I didn't hear back for a week and I thought, OK, that's it.

Megs Jarvinen: [00:22:00] I'm never going to hear back from them.

Megs Jarvinen: [00:22:02] And then all of a sudden I got a message from Tatu, the chief creative officer here, and also one of the agency owners saying, hey, let's go for a brekkie, let's catch up. And and so I met him maybe two days later and he bought two of

the other business owners with him. And so there were three guys. And then me and I thought initially I felt really nervous about that. I thought, oh, my goodness, this is like the most nerve racking interview ever. But as soon as they walked through the door and as soon as I met them, I felt comfortable straight away. And it's kind of felt like that ever since. So there wasn't a job here for me, but they made one. They created a space because we got along so well. I think when we sat down for breakfast, we ended up talking from. Be three hours and afterwards they brought me on a tour of the agency, they introduced me to all the people here and and I have to say, I've never felt so comfortable in my own skin just being me. And it's opened up doors like that. I never thought I would ever feel confident doing like running workshops, being on radio, having a radio interview. I did that in my second year writing strategy for really great big iconic Finnish brands here. I just feel like this space that they created for me has allowed me to thrive in my career. And that's been a beautiful thing for me personally.

Satu: [00:23:30] What about the you know, those challenges? There are always challenges when you move to a new country and everything is new. So has there been some some challenges have been quite hard for you?

Megs Jarvinen: [00:23:43] Yeah, there definitely has been. I mean, I'm a big believer that attitude is everything and that you have to have the right attitude and be committed to make things work. And I think had I not had that kind of mental headspace, things would have been really different.

Megs Jarvinen: [00:24:00] There has been times where, you know, I I wasn't included in a piece of work because I'm English and I don't understand Finnish or, you know, I'm one of three non native Finns.

Megs Jarvinen: [00:24:13] So in terms of the language barrier, I might sit down in a Monday morning meeting with a team and they'll talk in Finnish and I won't understand anything, or at least that was like that in the beginning. Now I understand more, but it was extremely challenging. I had to just be OK. And I'm someone that is like I've got high attention to detail. I want to know everything. And I had to be OK with sitting in a meeting and not knowing everything and trusting that my colleagues would tell me in a summary what the most important points were. And that has been extremely

challenging. I've really had to shift my mindset a lot in terms of how I work and how how much I trust the people that are around me.

Satu: [00:24:57] You know, that's understandable. What about your personal life? So what do you do with your family and yourself outside work?

Megs Jarvinen: [00:25:05] So so as I said before, we have it great.

Satu: [00:25:10] We love being out in nature. So I find that the three of us, my son and my husband and I, we spend a lot of time walking in the forests going to make a fire. They have really beautiful spaces where you can sit down, make a fire, look at the water and and cook sausages.

Megs Jarvinen: [00:25:28] And so we I'm vegetarian. So it's always veggie sausages for me, but we always there's always firewood there. And we walk into the forest in the middle of the forest and we make campfire and we sit down and we have our hot chocolate with us.

Megs Jarvinen: [00:25:40] And and that whether it's summer or winter, that's become kind of a weekend tradition, we do that at least once, which is which is really great. And especially if you've had a stressful week at work, it's the best unwind. And then I also when I was in Australia, actually, I stumbled across this sport, indoor hockey, Floorball, its called in Australia. But here, I guess it's called salibandi. And I fell in love with the sport and I started playing Then I started in a team. I mean, that's actually how I met my husband in the first place. And I started to meet a lot of Finnish and Swedish and Czech, a lot of different people that love the sport in Australia. That was kind of like a multicultural hub, this little sporting community we had and I played there for about eight years. And when I came here and I know how popular football is here, I thought, I've got to play, I have to find a team. And so that was my mission when I first got here was to find a team and it took a little while to find my feet. But now I'm playing with what I'm training with the Second Division, a second division team here in Kuopio. I train twice a week. And that's been it's been so great because I get I get to meet people outside of my work and outside of what I would normally do and and from all different walks of life. And now I have this community of girls, of ladies, of women that that I love and that I play with.

Satu: [00:27:07] And and that's been that's been really great, a great way of making new friends in a new and a new place.

Megs Jarvinen: [00:27:15] But I have to say, though, with the language and going to training sessions where they have drills and explain how you're going to do the drill and finish, I have no idea what what is actually going to happen.

Satu: [00:27:27] That's been that's been interesting because what does your family in South Africa think of your life in Finland?

Megs Jarvinen: [00:27:35] They've been incredibly supportive, which is so wonderful. It's so important. You know, I talk to my mom every day. She's in Johannesburg and she has a little bit soul there. And she's. She's just the most creative, wonderful person I know. I mean, I guess we all look after our moms, but I really do. And she's been so supportive of my journey.

Megs Jarvinen: [00:27:55] I mean, of course, I've moved across the world a few times now, so my parents have nearly had a heart attack every time thinking, am I going to be OK?

Megs Jarvinen: [00:28:04] But they they they actually have said to me several times since I've moved to Finland, this really feels like the right place for you makes and they're so happy for me and they can't wait to come and visit. And as I said, I speak to my mom every day.

Megs Jarvinen: [00:28:19] And when I call her, she now expects that. She says she expects me to go, mom, look at this. And I share the view or wherever I am walking at how beautiful it is. And she's kind of taken in by the beauty of this place, too. So it's been it's been kind of nice.

Megs Jarvinen: [00:28:36] They're living in Johannesburg, which is a completely different environment to see how I live here and to share those experiences and the different way of life.

Satu: [00:28:47] Yeah, it's it's been it's been so, so great for someone who would like to move to Finland is thinking about it. So what kind of advice would you give to them when they've been thinking about, like, maybe I should move to see?

Megs Jarvinen: [00:29:03] Well, first of all, you should definitely do it. It's a great place to live.

Megs Jarvinen: [00:29:07] And second of all, I think attitude, as I said before, attitude is everything. And you have to come in here willing to learn the culture and to to put yourself out there and to take down your guard, the shield that we all wear this armor, because I think in order to really make connections with things, you have to show who you really are and and be authentic about that. And and when you ask people how they are, genuinely expect an answer, because that's what you'll get. So that's the first thing. I think it's it's about adopting, adopting and learning about the culture here and respecting that is is really important. And I think that's important wherever you go in the world, is that you can't adopt this attitude of thinking that everything is going to be the same as it was wherever you were before, because it's not. And you have to make some adjustments to that. So that's the first thing. And the second thing is, I think if you're planning to work here, the working environment is quite different and it takes a little bit of adjustment to get used to this. I mean, a lot of organizations here work in a flat model rather than the hierarchy or hierarchy hierarchy model. And I think that's something that you really have to understand and research and kind of think about how you contribute and and how it works. That's really, really important. Offense's this kind of everybody has an equal say. And then and the third is just learning a little bit about how the system works before coming. So researching and things like KELA and and the daycares, if you have kids and education system and health care system and just understanding a little bit, OK, what you need to set up when you first arrive. And I think if you get that set up right in the beginning, then the rest is relatively easy for me.

Satu: [00:30:59] Great advice.

Satu: [00:31:00] You have made me very homesick the because I was born very close in Kuopio in Savonlinna. And so it's very similar world, but hopefully we can get a chance to visit there soon after this COVID thing is gone, so. Oh, I hope so.

Megs Jarvinen: [00:31:19] And when you come, you better come and say hello to us here. Come and have a cup of coffee ja pulla.

[00:31:25] Yeah, absolutely. I would love to come to Kuopio. Yes. And say hello. Well, it's been really lovely to talk to me. And I'm so happy that you have set up yourself so lovely there. And I'm sure you're going to have a fabulous life in Copenhague and in Finland.

[00:31:41] Oh, thanks so much. Thank you so much for having me on. It's been so great to chat to me.

[00:31:55] Don't forget, he subscribes so you don't miss any episodes, and if you enjoyed this podcast, I would appreciate if you would leave a quick greeting and review. You can also find Nordic Insights on Facebook and Instagram. Thank you for listening voi hyvin, har det sa bra, take care.