



WHITE PAPER · OCTOBER 2026

SGL Coach

Product description

SGL Coach AS

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INTRODUCTION

SGL Coach helps you understand your own experiences and try new ways of acting. You can use the same professional language in teams and throughout the organisation. The product has three subscription levels. Personal supports your own development. Team adds all the subject content and shared insight. Organisation gives management an overview and tools for follow-up across the organisation.

The coach is called JP2 and is based on Jan Petrus Hagberg's SGL, models for interaction, group growth and leadership. You can write or use your voice. The conversations connect with exercise films, models and The SGL Handbook. You develop insight through your own examples, reflection and actions you try in everyday life.

Choose based on what you want to achieve

- Personal is for you as an individual.** You want to get to know your own reactions, choices and needs better. This may be relevant when you choose a course of study or a job, face new expectations or want to find a better balance. This level includes eight conversation topics.
- Team is for people who work together.** You want to understand the interaction between you, clarify roles and make collaboration easier. You get all fifteen topics and can work with insight that members choose to share. Team suits both the workplace and other groups and organisations.
- Organisation is for organisations that want to develop and follow up on several units.** HR gets a foundation for development work with a shared language that staff can use throughout the organisation. Management gets support to prioritise efforts, examine changes and follow up on measures. Staff keep their own coach and the team features. Leader seats are an add-on for those who need their own leadership coaching.

From insight to action

An individual can use JP2 to prepare for a conversation. A team can try a new way of making decisions. An organisation can examine where a change creates uncertainty and provide more concrete support. The value lies in how you use and follow up on the insight.

SGL Coach makes this way of working available between meetings, courses and gatherings. The personal conversation, what the team chooses to share and the organisation's shared figures have different purposes and their own rules for access.

This white paper compares the levels and describes content, ways of working and sharing. Surveys are included in Organisation. The Leader journey is an add-on with ten leader steps.

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CHAPTER 01

The differences between the levels

Choose Personal for your own development, Team for all the content and collaboration, and Organisation for an overview and follow-up in your organisation. Leader is an add-on with a separate price per leader.

CONTENT	PERSONAL	TEAM	ORGANISATION
Main purpose	Understand yourself and your own choices	Develop interaction in your team	Prioritise and follow up on your organisation's development
Private conversation with JP2	Yes	Yes	Yes
Conversation topics	8	15	15
Personal mapping steps	8	12	12 / 22 with a Leader seat
Exercise films and tasks	Within the 8 topics	All the content	All the content
Videos	15 introduction videos and 24 exercise videos	15 introduction videos and 44 exercise videos	15 introduction videos and 44 exercise videos
The SGL Handbook	Selected chapters	The whole handbook	The whole handbook
Team map and shared Chat	No	Yes	Yes
Sharing results in teams	No	At the person's choice	At the person's choice
Organisational structure with insights by department	No	No	Yes
Surveys during change	No	No	Yes
The Leader journey and leadership coaching	No	No	With an optional Leader seat

Prices

SUBSCRIPTION	MONTH	YEAR	THE PRICE APPLIES TO
Personal	€6.99	€69.90	One person. Consumer price.
Team	€12	€120	Per user.
Organisation	€17	€170	Per user.
Leader as an add-on	€34	€340	Per Leader seat.

The annual price equals ten monthly payments. The Leader price is the total price for the Leader seat. The same person does not also need a standard employee subscription.

The number of subscriptions and the number of responses needed to display shared figures are two different things. You can start with one user. A shared result only appears when enough people have contributed and the privacy rules allow it.

CHAPTER 02

SGL your way

People learn in different ways. Some want to watch and listen. Others want to read and write. SGL Coach offers several ways into the same content, and you choose what suits you. You can switch whenever you like.

WHAT YOU PREFER	HOW YOU ENCOUNTER SGL
Watching and listening	Each of the fifteen conversation topics has an introduction video in which Jan Petrus explains the topic. The introduction videos are in the app and on YouTube. The exercise films in the app give you an explanation and a task.
Talking	Talk to JP2 instead of writing. In a spoken conversation, JP2 answers out loud. You can also dictate a message and check the text before you send it.
Reading in brief	On SGL Secrets, Jan Petrus writes briefly and engagingly about all the topics. The site is free and in English.
Reading in depth	The SGL Handbook is Jan's specialist text. It goes through each topic thoroughly, with the models and forms you can fill in.
Writing	Write to JP2 in the conversation, or fill in the exercises in the form on the exercise page.

What you have access to depends on your level. Personal opens the exercises and the handbook's chapters for its eight topics. Team and Organisation open all fifteen.

Answer the exercises the way that suits you

Each exercise has a task. You can fill in your answer in the form on the exercise page. Only you see the answer. JP2 gets it when you send it. You can also answer JP2 directly in the conversation, in writing or out loud.

JP2 brings it all together

You can switch between these ways from day to day. JP2 knows which exercise films you have watched and which exercises you have sent answers to. If you start the conversation from a chapter in the handbook, JP2 knows which topic you are coming from. JP2 also remembers what you have talked about.

The mapping happens in the conversation. JP2 maps from what you tell it and what you send, and Map shows where you stand in the topics. This gives you a structured understanding of yourself and the people around you, whichever way you came in.

In a team, each person chooses their own way

In Team and Organisation, each person learns in their own way. One watches the films and talks to JP2. Another reads the handbook and writes. Both get the same language for interaction, and that is the language the team uses together.



CHAPTER 03

Personal for your own development

Personal is for you if you want to understand more about how you react, communicate and choose. You do not need to have a clearly formulated problem. You can start with a situation that is difficult to make sense of, or with something you want to achieve.

For a young person, this may involve choosing a direction, feeling safer in a new group or separating your own wishes from other people's expectations. Later in life, it may involve new roles, relationships or priorities. JP2 helps you examine your experiences and find actions you want to try yourself.

The eight topics included

The numbers identify the conversation topics in the product. They follow The SGL Handbook, so they do not form a consecutive sequence in Personal.

TOPIC	CONTENT	WHAT YOU CAN EXPLORE
1	Colour language and colour profile	How you communicate and engage with others.
2	Team zone	How your challenges match your skills.
4	Decision profile	How you arrive at choices and decisions.
5	Strain and life balance	What puts strain on you, and what you want to prioritise differently.
6	Team role	How you contribute when you do something with others.
7	The PPP circle	How your qualities complement those of others.
12	Life arenas and motivation	What drives you in different areas of life.
14	The self-growth model	How you can work on your own development.

Three ways to learn

The conversation starts with what you write or say to JP2. You can explore an event, correct the coach's understanding and return to the experience later.

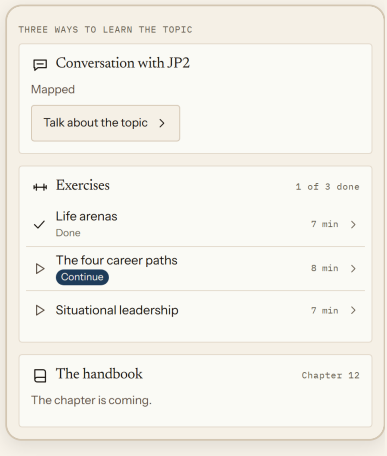
The exercise films give you an explanation and a task. You can bring your answer into the conversation. Personal gives you access to the films and tasks within the eight topics.

The SGL Handbook lets you read, view models and work on reflections. Personal gives you access to the chapters linked to the topics, the introduction to SGL and the colour language, and the overview of the conversation topics.

Map brings the topics together and shows your work. The aim is for you to understand and use the insights in your own life. Watching a film does not in itself mean that you have mapped a topic. The mapping develops through the conversation and can become more nuanced over time.

When you want more

Choose Team when you want the other seven conversation topics or want to use the insights with others. You keep your previous work when you change levels. Your access determines which content you can continue working with.



THREE WAYS TO LEARN
The conversation, exercises and chapter in the handbook sit together under each topic.

CHAPTER 04

Team for collaboration and shared insight

Team combines each person's own development with work on interaction within the group. You may be colleagues, a project group, a board or an association. What matters is that you have something to achieve together.

Team includes everything in Personal. Each member gets all the SGL content, all fifteen conversation topics and twelve personal mapping steps. The seven topics beyond Personal let you explore communication, group development and the organisation's work in more depth.

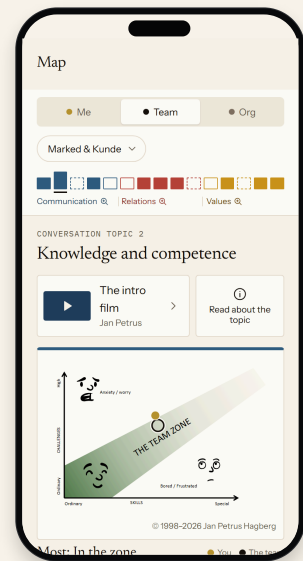
TOPIC	CONTENT BEYOND PERSONAL
3	Identity, values and organisational culture
8	The communication staircase and Triple-T
9	Group growth
10	Large group, process and project
11	The polarity model and change
13	Vision and mental images
15	Life phases and wisdom

The fifteen conversation topics organise the subject matter. The twelve personal steps organise the mapping. Some topics provide deeper subject knowledge without a separate personal mapping step. Team also gives you access to the whole of The SGL Handbook, including observation tools and further exploration.

The team map makes differences visible

Members choose which mapped results they want to share. The team map gives you a place to look at them together. You can explore forms of communication, roles and ways of making decisions, and discuss what the tasks require of you.

The map can make it easier to put a difference into words. One person wants progress, while another wants to explore more options. The team can agree when there is room for exploration and when to make a decision. The profiles provide a starting point for the conversation and should not lock anyone into a role.



TEAM MAP

Team zone shows where you and the team stand. The map also shows how many people are taking part.

Shared conversation and follow-up

In Chat, you can discuss tasks and collaboration. The team leader can ask JP2 for an SGL analysis of a conversation thread. The analysis describes the interaction without naming the participants. Labelling individual posts with MASK, SGL's descriptions of communication, requires the author's consent.

Choose one change you want to try in a meeting or in how you allocate tasks. Agree when you will discuss your experiences. Each person can also use their private JP2 conversation to prepare or reflect afterwards.

JP2 · SGL PERSPECTIVE ON THE THREAD

The colours in the conversation

Blue 50 % · Red 50 %

The thread used blue and red: facts about the meetings and suggestions for how to improve them.

SGL models in the conversation

The communication staircase

The thread is about how to conduct the customer meetings.

The thread is at Developing

The language in the thread points towards Developing: the posts ask questions and build on each other. Creating requires the team to also draw the threads together.

One move

Have one person summarise the suggestions in the thread before Friday.

Based on 2 posts. JP2 names no one. Everyone in the thread sees the analysis.

ANALYSIS OF A THREAD

JP2 describes the colours and models in the conversation. JP2 does not name anyone.

What Team shares

WHAT YOU SHARE WITH THE TEAM

The team sees you as a dot without a name. The dots show only once at least 3 have shared.

Share my map

How you communicate, make decisions and work in a team.

Share how I am feeling

Your balance, your energy and your stage of life right now.

Share how I see the team

How you experience working together in the team.

Share with the leaders above the team

The leaders of Produkt & Teknologi see figures for the whole unit, never you. Only what you share with the team is included.

What they see of you

Our map

WHAT YOU SHARE

Each person turns sharing off or on for each area.

Sharing is off by default. For each step, you choose what the team leader and the other members can see. Your choice may include results with your name attached. Shared figures require sufficient participation. Sharing never includes your private coaching conversation.

Organisation is the next level when you need a structure with several units, upward reporting and surveys.

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CHAPTER 05

Organisation for management and HR

Organisation helps you link development work to what your organisation needs to achieve. Management gets support to prioritise and follow up. Employees get personal coaching and team features that let them work on development in everyday life. Organisation includes everything in Personal and Team.

A shared language throughout the organisation

For HR, SGL provides a foundation for development work with a language employees can use across teams, disciplines and levels. Shared concepts for communication, roles, decisions, safety and trust make it easier to describe needs and clarify expectations. The language follows employees from their own reflection to collaboration with colleagues in other parts of the organisation. HR can use it in training, leadership development and following up on changes.

Three needs in your organisation

Implementing changes. A decision may be clear to management and unclear to those who will implement it. Organisation lets you explore how people experience the situation and where they need support. The surveys give a direct picture of a named change.

Prioritising development work. Shared figures can indicate where you should explore strain, mastery or collaboration more closely. This makes it easier to choose what to spend time on. You do not have to treat all units as though they have the same needs.

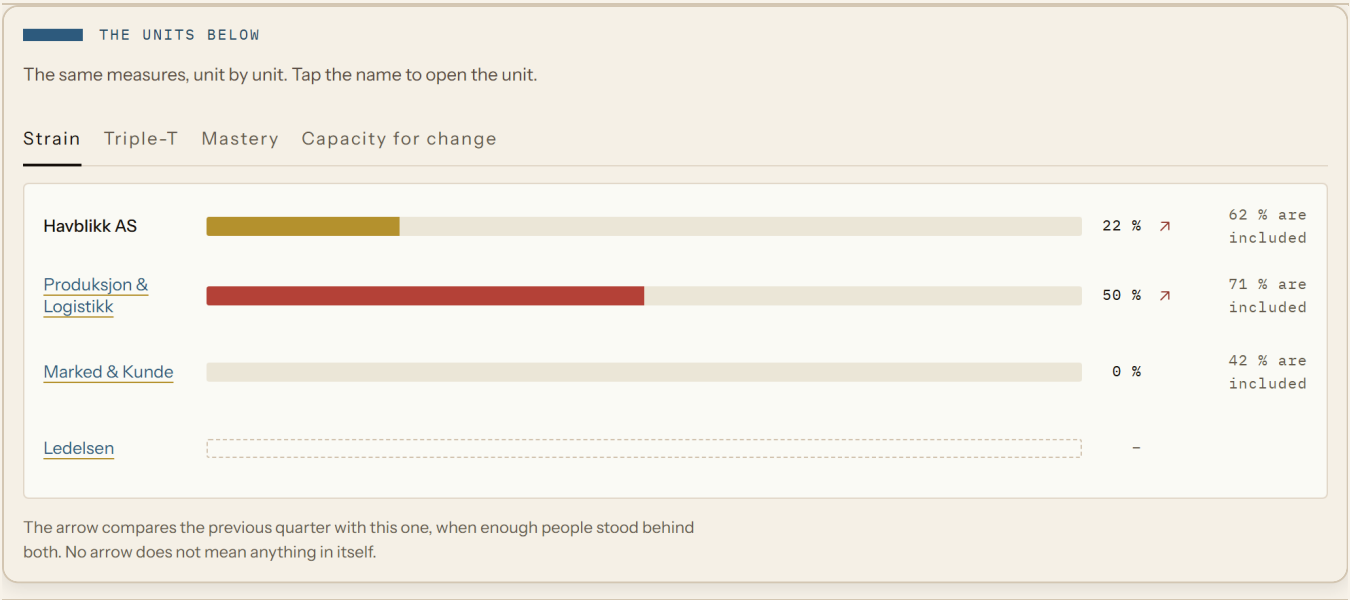
Following up on responsibilities. Agree what the leader will do and when you will review the experiences. With Leader seats, leaders get coaching support for this work, and the organisation can track documented moves and follow-up.

What the organisation overview shows

The overview draws on mapped results that employees have chosen to share further. Leaders and designated readers see figures for the units they have access to.

AREA	WHAT YOU CAN EXPLORE
Strain	Whether employees describe pressure that you should follow up on.
Safety, belonging and trust	What conditions the unit has for collaboration.
Mastery	How the challenges match the skills.
Change	How those who share describe their situation when facing change.
Breadth within the team	Which forms of communication, decision-making styles and roles are represented.

The figures describe those who contributed. The number of contributors and the age of the information matter for interpretation. Few or no responses cannot support a conclusion that everything works well. A shared figure alone does not explain the cause of a challenge either.



THE UNITS BELOW

The same measures for each unit. Here, strain is highest in Produksjon & Logistikk.

Central administration

Your organisation can create units, assign teams, link leaders to the right unit and invite users. Access to reports follows responsibility and assigned read permissions. An administrator can manage the structure and users without thereby gaining access to the content.

Team development supports the organisation's goals. People who know the organisation make decisions about how to organise it.

CHAPTER 06

Surveys during change

Surveys are included in Organisation. They let you ask about a specific change and follow up on what staff tell you. Relevant situations include a merger, a reorganisation, a new leader and the introduction of AI at work, among others.

A short survey with relevant questions

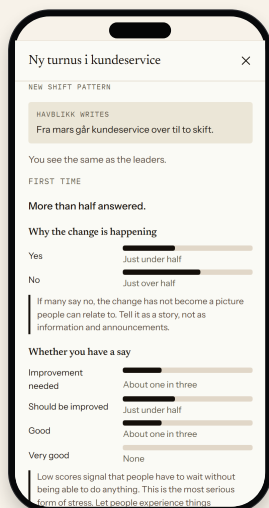
The leader describes the change and chooses up to three scales from a fixed SGL selection. The selection covers thirteen areas. It includes understanding, reaction, strain, motivation, mastery, support from leaders, participation, communication, safety, values and how the group faces the situation.

When introducing AI, you can explore whether staff feel their skills match the new tasks, what support they need and what concerns them. During a merger, reactions and belonging may be particularly relevant. The SGL scales allow for several aspects of a reaction.

ASK A QUESTION

The leader chooses which type of change the question concerns.

How you follow up



THE RESULT

Participants see the same as leaders. Here, more than half responded.

- 1 The leader asks.** A leader can ask their own units. An administrator can launch a survey for the whole organisation. Each person must have no more than one open organisational survey at a time.
- 2 The staff member chooses to respond.** The person responds in the app using fixed response options. There is no free text. They can change their response until the deadline. The app draws attention to the question, and JP2 can mention it once.
- 3 The group receives the result.** When the survey closes and enough people have responded, everyone who was asked sees the same shared figures as the leaders. The result shows the distribution of responses. The employer receives no overview of who responded or chose not to.
- 4 The leader responds.** The leader writes what the organisation takes from the results and will do. With a Leader seat, JP2 can help the leader understand the result, choose actions and prepare the feedback.
- 5 You assess developments.** A new round is the default after the leader's feedback, normally after two weeks. The leader can choose a time from one to six weeks or opt out of a new round. The results from the two rounds appear together when privacy allows.

The private conversation is the person's own choice

The staff member can open a JP2 conversation from their response. The person then brings the response into the conversation themselves and can explore what the change means. The conversation does not become part of the employer's report. The organisation receives no topics or summaries drawn from private coaching conversations.

Results require at least five responses. A higher threshold in the organisation also applies here. The app hides small groups and combinations that could reveal individuals. SGL Coach stores each person's response so they can view, change and delete their own information. The employer sees only shared figures.

You can also use a separate Triple-T round for the organisational unit. It focuses attention on safety, belonging and trust in the group.

CHAPTER 07

Leader as an add-on to Organisation

A Leader seat gives you a separate leadership conversation with JP2 and access to the Leader journey. It suits leaders who want to work systematically with their own unit, from understanding the situation to action and follow-up.

A leader role and a Leader seat serve different purposes. The role determines which units the person has responsibility for and access to. The Leader seat provides coaching support. Organisation can use the survey without all leaders buying Leader. The add-on provides JP2's help with working through the result and planning the response to the group.

Start with your own understanding

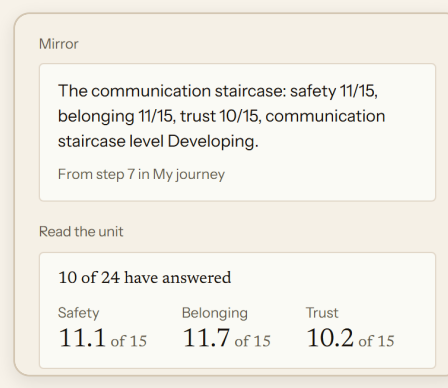
The Leader journey builds on the leader's personal SGL work. A leader step opens when the leader has mapped the relevant personal steps. The leader explores how their own preferences, reactions and experiences may influence their assessment of the unit.

For example, it can be useful to understand your own decision profile before assessing delegation. A leader who quickly sees a solution may need to explore whether others have had enough time and information to take responsibility.

Explore the unit

JP2 uses shared figures the leader has access to, together with what the leader says. JP2 keeps the sources separate. The leader's assessment is an assessment, even when there are not enough shared responses.

The coach helps the leader distinguish between an observation, a possible explanation and something the leader can do. A change in a figure provides a question to explore. It does not establish what a particular staff member thinks or why the situation has changed.



TWO SOURCES

The leader's own mapping and the figures for the unit stand separately.

Choose one move and follow it up

The leadership work leads to a concrete move and a time for follow-up. This could be clarifying decision-making authority, a conversation about strain or a new way of running a meeting.

At the follow-up, the leader and JP2 look at what the leader did, what happened and what to try next. The leader's own leader and others with relevant access can see the documented move and follow-up. The overview does not show the rest of the leadership conversation.

An example from work with AI

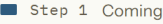
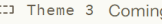
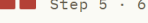
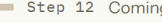
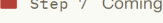
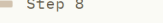
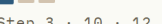
A survey shows that several people feel the new tasks require skills they do not yet have. The leader uses JP2 to explore the need for training and clear expectations. One possible move is to set aside time for practical training and clarify which deliverables to prioritise while the team learns.

The leader tells the group what they will do. A later survey and a group conversation can provide more knowledge about how the situation is developing. This is an example of use, not evidence of a measured effect for a customer.

The Leader seat also includes all the personal subject content and the team features. The price is €34 a month or €340 a year for the whole Leader seat.

New assignments expand the product

The product continually expands with support for new assignments. The first is “Build a team from the start with JP2”. The leader gets a separate page where JP2 helps build the team, one move at a time, along four pillars in SGL. The assignment requires a Leader seat. The team sees only the part the leader chooses to share.

 Selection Who belongs in the team?	 Interaction How do we work together?	 Group growth How do we become a team?	 Leadership How do we deliver results?
 Define what the task needs and the key roles.  Step 3 · 5 Coming	 Use the colour language openly and clearly.  Step 1 Coming	 Respect differences.  Step 6 In place	 Use your time together to learn from experience.  Theme 3 Coming
 Find the right mix of qualities and ways of thinking.  Step 5 · 6 Coming	 Use the Decision Tree to make good decisions together.  Step 3 Coming	 Build trust and get involved in each other's tasks.  Step 7 · 8 Under way. You follow up on 07/10/2026.	 Give everyone a mentor or coach.  Step 12 Coming
 Let each person join feeling chosen and wanted.  Step 8 Coming	 Turn disagreement into progress and creativity.  Step 6 · 8 Coming	 Accept differences and cover each other's blind spots.  Step 6  Suggested by JP2	 Show care for each other's life situation.  Step 4 · 12 Coming
 Require a shared effort towards shared goals.  Step 8 Coming	 Follow open and clear ground rules.  Step 7 Coming	 Notice, support and celebrate each other's success.  Step 8	 Lead clearly and keep improving.  Step 3 · 10 · 12 Coming

BUILD A TEAM

Four pillars with four moves each. JP2 suggests the next move.

CHAPTER 08

The content of the Leader journey

The Leader journey has ten steps that offer different starting points for the unit's work. The leader steps have their own numbering, which does not follow the conversation topics. A current situation can determine where the leader starts, once the leader has completed the necessary personal mapping.

STEP	TOPIC	WHAT THE LEADER EXPLORES
L1	The colour language in the unit	How the unit communicates and what the tasks require.
L2	The unit's zone and the leader's leadership zone	The relationship between challenges and skills, and the need for direction and attention.
L3	Scope for decisions and delegation	Which decisions others can make, and the limits of their authority.
L4	Strain and reaction time	The pressure in the unit and the time people have to react to change.
L5	Composition	Roles, ideal partners and the deputy in relation to the tasks.
L6	Safety, belonging and trust	Which needs the leader must follow up on for people to work together.
L7	The group's phase and the leader's response	How the group develops, and what support it needs.
L8	The quality mirror	Quality, values and forms of power, and how to prevent recurring errors.
L9	Change, resistance and crisis	How the unit responds to change, and how the leader makes room for reactions.
L10	Customers and value creation	Who the unit creates value for, and how to improve the encounter with the customer.

Use the steps in current situations

A team under pressure to deliver can work on strain, team zone and delegation. A new group can begin with group growth and safety. Working across units can raise questions about communication, roles and who the unit creates value for.

The steps help with leadership work. The leader chooses what is relevant, tries an action and examines the experience. Completing more steps does not in itself measure better leadership.

The staff appraisal conversation

JP2 also helps the leader prepare for staff appraisal conversations and regular conversations with each person. The person's development connects to tasks, expectations and support. The leader follows up on what they agree.

The Leader journey supports SGL work, reflection and practical actions. The leader retains responsibility for decisions, dialogue with staff and the organisation's personnel processes.



CHAPTER 09

Sharing and privacy

SGL Coach distinguishes between your own conversation, what you choose to share with a team, and shared figures that the organisation can use. This distinction makes it possible to combine personal development and joint work.

INFORMATION	WHO CAN SEE IT IN THE PRODUCT
Private conversation with JP2	You alone. The team and your employer do not get access.
Your own full mapping	You alone. You can share selected results.
Results shared with the team	The recipients you have chosen for each step. You can choose to share some results with your name.
Posts in shared Chat	The team's members.
The organisation's overviews	Leaders and designated readers with access to the unit. Only shared figures from those who share further.
Survey response	You see your own response. Your employer sees shared figures. Participants receive the same shared result as the leaders.
The leader's moves and follow-up	People with the relevant organisational access. The rest of the leadership conversation is not included.

You control sharing and participation

Sharing of mapped results is off by default. You choose what to share and with whom. You can withdraw your choice. Responding to an organisational survey is a separate choice each time. It is separate from sharing your mapping.

A combined team result requires at least three contributors. For organisational units, the default is five, with a minimum of three. Surveys always require at least five responses. Additional rules can hide a result when combining it with other figures could otherwise identify individuals.

Reporting does not use content, topics or summaries from private coaching conversations. The results are for joint development. You must not use them to rank staff or make individual personnel decisions.

Clarify the use before you start

Explain what the organisation will use the information for, who will have access, and how you will follow up on actions. Review agreements and data processing. Involve staff and their representatives before introducing organisational reporting and new surveys.

SGL Coach uses suppliers for AI, speech, storage and payments, among other things. Your conversations with the coach, the coach's notes about you and your answers in the exercises and the handbook are encrypted in the database. The key is not stored there. A database breach yields only text that no one can read. However, the conversations are not end-to-end encrypted, because the service must be able to unlock them so the coach can respond. Anyone with access to both the database and the key can therefore technically read them. The console we use to operate the service has no function for opening a conversation. Backups taken before encryption was enabled are not encrypted. We delete them when their retention period expires. You can export your own data and delete your account. The current [privacy notice](#) describes the processing and the suppliers.

JP2 is an AI and can make mistakes. SGL Coach is a tool for learning and development. It is not healthcare, therapy or a whistleblowing channel.