

The Will to Lead

KF Andersen Leadership Academy

by Siegfried W Andersen

*Personal reflection and recommendation of the course by
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I attended the course The Will to Lead in April 2013. I had high expectations to the course, and was excited to meet Siegfried – Mr. Leadership himself. My main motivation for attending the course was to boost my motivation, find new energy, find my best self as KFA advertised, and of course get a new view on leadership. Six months later, I would say that all my expectations have been met and exceeded, and I can clearly see a link between the training, and the professional and personal results I have achieved since then. I feel I have had a positive change in behavior, and in many ways become a better person.

The baseline, and the product (me), that Siegfried had to work with were also relatively low. After some tough years relocating to Panama, becoming a father of two kids, and having my 4th boss in 4 years, I was not my best self. My manager and HR could see that, and they invested in this training which for me was a turnaround.

Now why do I write all the above? I think everybody will take different things from this training, depending on where they are in their personal and professional lives. At the course in April we had all kinds of people, from politicians (Peter Skaarup) with many years of leadership experience, Lars Stendahl from SEULOC, the DAN-X boys (The leadership team from DAN-X) who were growing too fast and needed to find their roots and values and define the company leadership culture, and a handful of leaders from smaller companies in Denmark looking for inspiration and learning.

Siegfried is, in my book, a fantastic and inspiring facilitator. If you are looking for an energy booster and to build your best self, he is the man. If you are a high performer, super confident and looking for hardcore leadership training, you might find him a bit too much of an entertainer, and the leadership subjects and theory too vague and too much of what we already do in APMM.

A great deal of the program is revolving around APMM leadership culture and values, and while this is very refreshing and interesting for APMM people, it's a lot of information most already know. You will for sure be "bluer" when you leave the course.

My main take-away from the training is basically that you need to be in contact with yourself before you can become a great leader. In the Leadership Pipeline, p.7, it is called "manage oneself" and it is the first of the critical career passages. Knowing what I know now, I think there is a great amount of leaders, who nicely skipped this part, hence not aware of how important integrity and values are later on to become a great leader. Values and integrity, and being your best self, is covered in great detail and through great

exercises, and I did walk out as a better person, with a different approach and positive curiosity. I even went swimming in Denmark on 3rd of May! This part, I think, is what makes the course most attractive, and which has given the Will to Lead its strong reputation.

Second important learning is 'Result expectations'. Immediately after the course I recognized that I was not strong in communicating my expectations to my team, or to my peers which resulted in poorer than expected results. Over the last 6 months, working with most of the LAMLOC organization, I realize that this to a great extent is a general shortcoming, and in hindsight also in many of the departments I have worked in since 1999. In Maersk Line we are champions in creating activities with no clear expectations, resulting in tons of time wasted, expectations not met, disengaged and confused employees. Siegfried sold it as one of the most important areas to work on (see video), and now 6 months later I have no doubt, that we have huge potential to boost productivity (people) and achieve results faster and better, when we stop wasting our time on activities without a 'what does good look like' attached to it. It might sound simple - ask yourself, how many recent projects delivered what you really expected, and whether you communicated clearly what you wanted?

The last important take away, is the leadership part, which boils down to developing common men into uncommon men. Siegfried masters this in an elegant way, and through some great examples, including stories about Mr. Maersk McKinney Moller. This make you step out of your potentially current highly managerial focused role, and shift focus completely to people, and how to unleash the potential of the organization. The leadership theory is very limited, and the stories and examples is what carry this subject all the way.

As a starting point, I would recommend this training to anybody. Everybody will take something away from it, no doubt about that. The question is what, and if there is a better investment?

To me it was great to have the course with different people from different industries, and hear different viewpoints, experiences and so on. It was great that Lars Stendahl attended, and we sparred quite a lot and put the course into Maersk Line context. We also had 2-3 follow up calls after the training, to keep each other sharp on our development points.

There are several videos on you tube, search on KF Andersen. Below are some links to some of the better ones.

1. Lead yourself with integrity: http://www.youtube.com/watch?v=RHCn9_JEcxE
 2. Become one of the 4 %: <http://www.youtube.com/watch?v=tezfoMssm1A>
 3. Who shall attend: <http://www.youtube.com/watch?v=vTqiFkxshEY>
- If you have any further questions, contact me anytime by mail of phone (WIW)
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Saludos, *Svend Sroczynski*