



Next Generation LEADERSHIP NEWS

This issue

Meet Siegfried and Dennis	1
Scheduled Training 2013	1
Great Returns on Leadership	2
From the desk of Siegfried W. Andersen	3-4

Meet Siegfried and Dennis!

Want to learn more about our training?
Book a meeting with Siegfried and Dennis. They will be in the following cities:

Siegfried W. Andersen

Singapore	May 27-28
Hong Kong	May 29
Shanghai	May 30
Qingdao	May 31

Siegfried W. Andersen/Dennis F. Jakobsen

Dubai/Abu Dhabi	October 6-7
Muscat	October 8
Kuwait City	October 9
Doha	October 10

Send an email to Dennis at dfj@kfandersen.com and let him know when and where you would like to meet them.

LIKE us on Facebook and get inspiring updates!
<https://www.facebook.com/KFAndersenLeadership>

KFA Training in 2013

Don't miss out - register now at kfandersen.com:

MBL 1 - The Will to Lead

Singapore / Jan 07 - 11 2013 / MBL 1 - in English / Completed
Barcelona / April 22 - 26 2013 / MBL 1 - in English / Completed
Aarhus / April 29 - May 3 2013 / MBL 1 DK - in Danish / Completed
 Shanghai / June 3 - 7 2013 / MBL 1 - in English / USD 5,500
 Rio De Janeiro / Sep 23 - 27 2013 / MBL 1 - in English / USD 5,500
 Denmark vtba* / Oct 21 - 25 2013 / MBL 1 - in English / USD 5,500

* venue to be announced

MBL 2 - Lead the Message

Barcelona / Sep 30 - Oct 4 2013 / MBL 2 - in English / USD 7,500

MBL 3 - Lead the Business

Barcelona / November 25 - 29 2013 / MBL 3 - in English / USD 19,000

MBL 4 - Lead the Value

Barcelona / June 16 - 20 2014 / MBL 4 - in English / USD 19,000

Master Class

Singapore / Jan. 10 2013 / Master Class - in English / Completed
 Shanghai / June 6 2013 / Master Class - in English / USD 75

Ledelse - Sådan!

Copenhagen / Sep 27 - 29 2013 / Ledelse - Sådan! - in Danish / DKK 7,500





Great Returns on Leadership!

By Dennis Falk Jakobsen – Partner at KF Andersen Leadership Academy

Leadership = investment = returns!



Make no mistake – while some speak of leadership as the ‘soft side of business’ – leadership is indeed a hard core investment object – that one expects competitive returns from.

A practical example is this – just a few days ago my very good friend offered me this insight:

“Having now worked with my new manager for 12 months I still feel I only use 80% of my potential – despite me having 50 employees, being regulated through KPI’s and intense follow up – still, she steals my incentive to go the extra mile, offer new ideas and perspectives and to innovate – because every time I try – she claims she knows better, belittles the ideas, and says that ‘we have seen it all before’...”

Hardly an unusual situation – we see and hear this in many companies – and while I take my friend’s story for solid money – I couldn’t help poke – ‘so, where could you be if circumstances were right?’

“In 20 years of working I have always offered more hours than paid for, I have always been the overachiever among my peers and especially I have always stood up for change, values and performance in the companies I have worked for – I could easily do 120-130% of output to my salary...”

Interesting ...interesting!

A 40-50% of extra capacity is available – and it is about finding the key to unlocking that potential.

This is where great leadership strives – and offers you great returns.

Because, like it or not – employees will behave in such a way where they feel they comply with demands of their superior, but if that performance runs short of expectations – it IS the job of management to change their own acts to allow for the employees to thrive, to blossom, to want to go the extra mile, ‘to carry water when nothing is needed’ and so on.

And this, nobody learns from earning an MBA or attending a course.

You might learn tools and tricks that will assist you in unlocking that potential, but the real deal is - you sitting in front of your employees to discuss what needs to be done to lift their performances from 80% to 120%?

Because, leadership is training others to become noble leaders and great achievers, while you train yourself in sharpening your ability to inject self-assurance and raising people’s standards and results expectations.

This, however, is still just the talking - the money arrives in the bank, when you see people actually performing as discussed.

So back to my good friend – if his manager is able to subtract 30-40% of his potential – what are the chances that he will act correspondingly to his employees – ie., subtracting 30-40% x 50 people...?

You do the math - all I can say – from my perspective is that this is a lot of money considering the same 50 people are still paid 100% salary...



From the desk of Siegfried W. Andersen

Dear John,

In the USA a letter starting with “Dear John...” is known as the girl back home writing her boyfriend at the front line of war to break off the relationship - or just known as a “Dear John letter”.

In my case, the strong relationship I had to Mr. John P. Kotter, the world’s foremost and renowned thinker and author on change leadership, came to a turning point, and became quite a different moment as I talked to him during a “Leading Change” seminar in Geneva in 2005. I challenged him: “A Business School of Leadership” – with an MBL certificate, will never “take off”, if either you, me or both of us don’t take the initiative and get it up running.

Back in those days, in 2005, an MBA was still the only alternative to business managers looking for new qualifications, if not a coach of sorts. My buzz words then were “When everyone has an MBA – nobody has one”.

In my mind the world needed a world class business leadership school – so I was ready – yet John P. Kotter wrote me back stating that prior engagements halted his involvement – and so it came about that I started designing the Master of Business Leadership training program – a true first Leadership School – not only in Denmark and Europe, but also on a global scale.

Look around, and you will find MBA’s being offered by every Tom, Dick and Harriet institute – credible or not – and even now with spin offs “one day MBA’s” claiming you become a better and more knowledgeable manager.

All I can say is that John and I were on to something big back then – and in KF Andersen Leadership Academy we have been there ever since!

So thank you John for pushing me in that direction. Officially, I started KF Andersen Leadership Academy in August 2006. An explanation came a few months later when John opened his Kotter International Inc. during the summer of 2007.

Leadership is a matter of deliberate training – with a minimum of 10,000 hours. It is about having a specific plan for where you want to take your organization and people, and to become the trainer who guides them.

Leadership development is about challenges – big challenges – day in and day out. No one will rise to low expectations!

Leadership is about stakeholder management of people. It’s the understanding of different needs in a company – from customers, employees, suppliers and investors – and you as a leader is to give it to them, so strong relationships will create strong results!

Leadership is about progression. Seeing the world from ascending and advanced perspectives – after all being a front line manager of 10 employees has a different complexity than a CEO of 500 employees.

And, leadership is a business proposition. It is an investment objective aimed at installing a competitive advantage – improving efficiency in both the management process and the talent process!

My first encounter with planned and programmed leadership training started in 1985 with the A.P. Moller-Maersk Group – and then, the HR Director Mr. Svend Vilborg who put me to the test:

“What qualifies people to become a better than average manager?”

At that point in time, I did not have a clue because the teachings in business school management lessons were pure nonsense, far too speculative, and more about

Blake and Mouton's leadership model, Belbin team roles, and Erik Johnsen's 81 different management styles. No principles and no practice, only thoughts.

Mr. Vilborg continued with another inquiry: "Mr. Maersk Mc-Kinney Moller has asked about "How to install a "contribution-preparedness across the entire Group" - to make sure that all managers and talented people, were well prepared for the changes, that inevitably will occur sooner or later, to the industry.

Mr. Moller was especially concerned about managers with a blind prescription management style, where everything was decided beforehand, and where everyone was supposed to just act with no independent thinking involved and literally nothing left to the individuals own judgment, creativity and imagination, which he felt was more important than book knowledge and intelligence.

Furthermore, Mr. Moller wanted to press through the understanding that this has to change, because he was afraid that managers would lose their natural ability of responsiveness to change if something unforeseen happened. He wanted to change the direction of the business towards: "With foresight, initiatives and reliability we have to deliver second to none service to customers" focusing renewal, rethinking change and productivity.

This would have a tremendous impact on the business and accordingly, also influence all managers and leaders who had to act different from the past.

So, more than 20 years later, I see so much clearer what Mr. Moller was on to – hence my letter to John P. Kotter – "is it going to be you, me or us together?"

Dr. Ram Charan and "The Leadership Pipeline"

Luckily the A. P. Moller-Maersk group offered a host of opportunities for me developing my thesis, sharpening my training skills, but most importantly I realized that across cultures and continents – we all look for the same – great leadership.

It is universal – and it is still a great inadequacy!

And so comes Ram Charan – and things really took shape.

By 2008, I had developed the framework for our Master of Business Leadership – 5 modules, each of 5 days – spread over 5 years and with an ascending and advancing view on leadership and how to operate an efficient business.

Modules 1 and 2 were already running – "The Will to Lead" and "Lead the Message" (Leadership communication) – and we felt blessed with the reaction from our clients.

Then I made a bold decision – to 'make or break' – to call

on Ram Charan, professor at Harvard Business School, and for over decades, the trusted advisor to the inner circle of GE and Jack Welch.

I wanted to take Module 3 live – "Lead the Business".

Not only did Ram fulfill all of my expectations and then some, but more importantly he confirmed my thinking of a business school based on his "The Leadership Pipeline" – the Master of Business Leadership – we see today:



In brief

Module 1 – "The Will to Lead"

Personal leadership – understand the dynamics of great leadership – how your personal contribution makes all the difference to you and others. Have the will to lead – don't just be put in the seat – but make a difference!

Module 2 – "Lead the Message"

How do you make people work with you? In 1:1, 2:2, 1:10 – or 1:100 – how do you get your employees and colleagues to think and act in exactly the way you and the business needs them to?

Module 3 – "Lead the Business"

Set targets for all aspects of your business. Drive effectiveness into all corners of the business. Leave no stones unturned in your quest for operating and leading your business with higher profits, productivity and returns on leadership!

Module 4 – "Lead the Value"

Three operational models of companies are dominant – 'classic private', public or private equity. In the end private equity takes over private or public operations and wrestle more value out of dormant enterprises. Why not do it yourself? Find every penny in every department and make them work for you to create the lean organization with competitive advantages in all process and strategies.



KF Andersen Leadership Academy

Module 5 – “Lead the Change”

How do you create a change in your industry where you are leading the change – where you drive your business into a blue ocean and away from a blood-red competitive arena. Have the skills, leadership and will to drive through changes in all aspects of your business – lead the change!

Today, I can write “Dear John” to tell Mr. Kotter that we have created a Master of Business Leadership which takes you on a personal journey towards the highest mountain where world class performance awaits you and where you will have the natural ability to respond with world class leadership.

Come join us!

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Siegfried W. Andersen, Founder and CEO.

Siegfried W. Andersen is well known in the international business community for carrying out Leadership training programs with more than 12,000 participants for more than 30 years. He has acquired comprehensive hands on practical understanding of what it takes to qualify for the World Cup of Corporate Outperformance and a deep knowledge of elitist leadership and elitist management including how to capitalize on both.

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