



# ELITERSHIP

## For The Next Generation

Space-Time Bends Our Perception of Reality





# Introduction

**ELITERSHIP** is understood as the Elite Practice of Leadership, setting an idealistic standard for how to lead a company into the future, leading Exploration and managing Exploitation simultaneously. Elitership is described as an evolution from the practice of Management for Stability towards Leadership for Scalable Growth and further towards Elitership for Limitless Expansion. (See 'Three Progressive Levels of Sustainable Growth').

The Overarching Purpose for all companies, as we advance, is to foster a better world by supporting The United Nations' 17 Sustainable Development Goals in everything we do and, in the same move, eliminate the general skepticism of corporations. Therefore, companies must train to drive progress from the collective creative intelligence that autonomous liberated humans can deliver. These people live a balanced life in a non-hierarchical **Eco-Network** of **Elite Project Teams**, creating phenomenal outcomes for customers who did not know what they wanted in the first place and afterward could not live without.

Utopia, dreams, ideal targets, prediction, and reality require a delicate balance in growing businesses with this caliber of Elite Project Teams. We need teams with the clarity to uncover the difference between assumptions and genuine knowledge, beliefs and genuine findings, and honesty and straight talk. Therefore, we must evolve top-executive teams into **Brain-Trust Teams** without a specific functional responsibility but an overall Response-Ability. The CEO is a Brain-Trust Team member. The Brain Trust Team can only give advice to the Elite Project Leader, who decides whether to follow the advice or not, leading the Elite Project Team toward the end and delivering as expected or better.

Objectives and Key Result Expectations (**OKREs**) must indicate the balance you currently need and expect. The Brain-Trust Team delegates projects to the Elite Project Leaders, who then sample one or several Elite Project Teams for specific tasks related to the project. Project descriptions are filled in the open squares of a three-layer Eco-Network, lasting limited time frames. It is not a job description but a project description - almost like a thesis for a Ph.D. Everyone on the Elite Project Teams is expected to contribute to the Zenith of their capability every day until completion.

Brain-Trust Team meetings (~ **PitStops**) are scheduled every month. The Elite Project Leader can request a Brain-Trust PitStop whenever needed. A Brain-Trust PitStop is a challenging progress meeting where the dialog requires candor, self-discipline, and skepticism and is an inspirational dialog of curiosity and creativity. Confusion is a symptom of learning, meaning that Space-Time bends your past reality.



## The Strictness of Practicing Elitership

Getting everyone in the Eco-Network, to sing from the same hymn sheet is like building a foundation of stones that fit, with eight legs to run fast and wings to fly high.

The 1<sup>st</sup> Principle of The Brain-Trust Team is to set the Overall Purpose for the Eco-Network, and cascade Objectives to the Elite Project Team Leaders, who are expected to deliver phenomenal outcomes, on specifications or better, on time or before, on budget or below. Next, the Elite Project Team Leaders across the Eco-Network allocate polymath passionate people to fill into their Elite Project Teams—everyone with diverse backgrounds and as autonomous, exceptional professionals. The Elite Project Leader distributes a matrix of Key Result Expectations for the team to unfold and deliver on. Candor Team Appraisals as follow up, meaning no individual Performance Appraisals.



Turning the attitudes and behavior of Elitership into practice. HKG 2310

## Use Emotional, High-Energy Words and Stunning Ideas

Objectives as a 'motive to act on' inspire everyone to invest their efforts and knowledge and buy into the project. Write the company-level goals as if you communicate the intent and direction to the entire Eco-Network — not just the Brain-Trust Team. The Test of a good speech: people decide what they think about you before they decide what they think about your messages.

Use an exuberant voice that conveys what you aim to achieve, given where people are now, and provides some context on why and the value of the achievement. Use the most effective OKREs that drive growth, dispel inertia, and induce momentum. Specific words that are directed to the Elite Project Teams.

Assess the overall purpose of the Eco-Network and the OKREs for the Elite Project Teams.

- Are the objectives something you feel will mix your energy with the listeners?
- When you present the objectives, do people - become engaged and enthusiastic?
- Whom else hears you and sees you? Will they become eager and restless to get going and act on what you encourage them to do?
- Will they care, concentrate their capability into a laser beam, fire it off, and share your joy?

Important OKREs, properly presented, will trigger your listeners to act: "You have a point; let us get down to business, NOW!"

## Expanding OKREs with Longing and Striving

Customers expect better and better outcomes time and again. It is outright scary, but on the other hand, if we are not scared, we are not prepared to exceed our past performance. This means every Team will contribute to deliver a higher standard and quality than last time. Accelerated growth demands that the Elite Project Teams work intensely on never-ending innovations and efficiency, creating new customers and turning existing customers into Ambassadors. This ensures that our customers can concentrate on their 'Good Profit.'

This requires Elite Project Leaders who trust themselves and their teams to embrace enormous challenges and identify unusual solutions. Moreover, it provides the best teams, with the best skills, tools, preparation, and training, with a divine humbleness: "The best outcome ever will be the next!"



## Set Challenging Thresholds

Create all project KRE's success threshold to 80%, meaning that the project team reaches the 80% threshold by using 20% of their allocated efforts in a specific time frame. The 20% illustrates that the Elite Team will accept four more projects to work on! And the individual is even more likely to get to work on projects outside their core team across the Eco-Network.

The team always tries to create and enjoy unique and balanced circumstances for everyone. We are continually setting the threshold for outcomes so high that it works as an effective barrier for establishing a monopoly to eliminate competition.

Furthermore, we aim to create the industry's most innovative products and services, with little or no pressure to realize revenue and growth in many of our services living UNs 17 SDG.

For us without infinite capital, 80% confidence in achieving most Key Results Expectations and 100% on all financial Key Results is an attractive choice. What is essential, though, is an effective bridge between striving, expanding, predictability, and reality. The Brain-Trust Teams' task is to follow up on that and encourage the Elite Project Leaders and their Elite Project Teams.

### CHOOSE ECO-NETWORK DECISIONS THAT CREATE WILLINGNESS TO:

- Change your practice of Peak-Performance and add Peak-Experiences.
- Enhance the attitudes and behavior related to 'Good Profit.'
- Align financial targets and execution of the OKREs.
- What the Brain-Trust Team wants you to know is running a business in all perpetuity.

### THE ULTIMATE LIFE IS A LIFE IN FREEDOM:

What you choose to focus on in life determines the quality of your life. You will naturally live a successful life when you give yourself freedom and choose how to respond to everything and everyone everywhere.



## Key Result Expectations Are Not Objectives.

One Elite Project Teams KREs are not another Elite Project Team's Objectives. Present project Objectives. The next level objective will be evolved based on the Teams quality of insight, knowledge, and expertise. This allows them to clarify the team's intent and determine success and how to measure it.

If you use the Elite Project Leaders Key Result Expectations to set the team members' Objectives, their OKRE will be too narrow. Therefore, the Elite Project Team's Objectives and KREs apply to every team member. Every team member has a role to play. Still, it is a mutual effort to get everything done. It is not just a single individual's responsibility, but the Elite Teams Response-Ability in cohesion that delivers success.

For example, assume the Team Objective is to improve the quality of the last service delivered. One Key Result Expectation is to inspire the customer, another is when to get the customer to ask for extra assistance, and a third is expanding the customer's needs into other services. As an Elite Project Leader, you will encourage the team to find a cohesive solution that covers all three KREs.

Discussing the Objective first, the Elite Project Team must consider the bigger picture. Bring their insights and facts into the dialogue, discussing the potential results regarding the Key Result Expectations. Not just a partial outcome of the Key Result Expectations.



## The Winners Game

Just as one elite team can outperform ten regular teams, ten can outperform a hundred regular teams.

In this context, one Elite Project Team can outperform a hundred regular teams at any time, like a bolt from the blue. These demands require all Elite Project Team Leaders are working in cohesion to be synchronized.

It is the fundamental job of the Brain-Trust Team to set and communicate the Eco-Networks' overall winning priorities and to clarify what is missing.

It is valuable that The Brain-Trust Team introduce candor to get things right in search of excellence across the Eco-Network. It is converting the overarching purpose into objectives that meet the execution by the Elite Teams. This is where the final proof is in evaluating progress. Therefore, candor dialogs are critical. In the first OKRE cycle, you localize and align OKREs with experiencing the actual impact.



## Team OKREs

The Elite Project Teams are the Service Profit Chain's Engine for value creation. Start the cohesion process with teams' OKREs and ensure that the OKREs give both Exploitation Teams and Exploration Teams a common language for clarifying what is expected to work towards and what matters most.

For the Elite Project Teams, the OKRE dialogues require candor as a framework for getting the team aligned, clarifying what matters most, how to measure progress, and fostering outcome dedication between teams.

Its premise is quite simple. Put passionate elite professionals in a room together, charge them with identifying and embracing an enormous challenge to overcome, and encourage them to be candid with each other. Watch and observe. Talent is a volatile asset.

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The Elite Project Leaders' job is to set OKREs for the Elite Project Team, ensure everyone is wholeheartedly dedicated and aligned to play the winner's game.



## Monthly PitStops

We cannot predict the future, but we can make decisions today that decisively impact years ahead. We must train Elite Project Teams to set long-term OKREs and get there on specifications or better, on time or before, on budget or below. This can only be done by prioritizing the right thing to do, time and again, to secure momentum for progress.

The monthly Brain-Trust Team meetings named **PitStop**, uncover the trade-offs necessary to focus efforts on the critical path toward successful completion so that virtually everyone on the team has a solid sense of how many workdays it will take to finish every single step of the project.

By focusing on the best possible outcomes, for the next month, the Elite Project Teams move towards the best outcomes during the year. Moreover, the monthly PitStop creates a clear point of introspection and learning, fostering flexibility and an eager practice to improve.



## MBL - Master of Business Leadership

Our Leadership insight has been based on Systemic Pattern Recognition of "What it takes to build a Leader who is decidedly better than average" for over 35 years. Uncovered in face-to-face, deep-down detail dialogues with more than 20.000 Leaders participating in training programs since 1976.

Influenced by these genuine Masters of leading their people, led us to design three programs enhancing consciousness, human understanding, social skills, attitudes, and behavior. Elitership cultivates human autonomy, minds, energy, capabilities, and joyfulness directed toward the 'Elite Practice of Leadership.' Two intriguing findings are; cultivating willingness and bending people's perception of reality.

The intensive training provides skills in executing Peak Performances and decoding Peak Experiences.

The three programs are dedicated individuals, teams, and the Brain-Trust Team. The programs are designed to make people longing to strive and expand their leadership excellence, all with a business attitude, enhancing individuals' independent thoughts and leading them with a seriousness and complexity that most executives need to think of when it comes to leadership training.

**MBL 1: Master of Elitership** - The Will to Lead. Boost Elite Leaders to Foster a Better World.

**MBL 2: Master of Elite Teams** - Leadership Communication. Build Elite Project Teams with a winning formula of 1:10 or better.

**MBL 3: Master of Business Leadership** - Develop a Business Outlier - Second to None. Develop a balanced Eco-Network of Elite Project Teams that outperform any competitor.



# Elitership is Appropriated The Next Generation

Siegfried W. Andersen

Founder of KF Andersen Leadership Academy.

It is crucial for your future as a leader that there is a certain respect for what you stand for. People need to know that you are good at what you do and have a clear perception that they will get better at what they do because you are leading them.

Siegfried W. Andersen is widely known and respected for his unique ability to bring out the best in people, teams, and businesses.

As a trainer, he is in demand globally and operates in Asia, the Middle East, and Europe. SWA has served as a leadership advisor since 1976—trained thousands of executives on the obligation behind practicing Elitership - The Elite Practice of Leadership and Management.

Furthermore, SWA has trained more than 20.000 leaders face-to-face in the concept of Elitership, Building Elite Teams, and how to transform a business into an Outlier.



SPACE-TIME  
Salvador Dali in Singapore

## KF Andersen Leadership Academy

KFA evolves ordinary leaders into Elite Leaders, familiar teams into Elite Teams, and familiar companies into Outliers, all decidedly better than the average. Leaders who practice leadership above the 95<sup>th</sup> percentile are genuine masters of progress. The foresight, initiative, reliability, and devotion inspire the bravery of these executives and their teams, and they pass the test of absolute leadership excellence.

Training leaders yield a return on investments far better than any other investment and intensify competitiveness by sharpening people's focus on what matters, simultaneously boosting productivity and innovation. Return-On-People-Cost of 20 % per annum or better is not an unusual training outcome.

KFA has worked behind the scenes at companies such as; SP-Group A/S Denmark, The APM-Terminals Netherlands, Bestseller Group Denmark, The A. P. Moller-Maersk Group Globally, Pacific Basin Pte. Ltd. Hong Kong, Anglo-Eastern Pte. Ltd. Hong Kong, Esvagt A/S Denmark, Algoma Central Corporation, Canada, OSM Maritime Group Norway, Svitser A/S Australia, Danish Railroads A/S, Lego Systems Denmark, Novo Nordisk Denmark FL Smidth A/S Denmark, Fuller Engineering Inc. USA, Jack & Jones Denmark, Søstrene Grene Germany, H. Lundbeck A/S Denmark, Haldor Topsoe A/S Denmark, Ambu A/S Denmark, Blu Logistics Colombia. And many more.



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