

Creating Leadership

Director Joep Straathof, Zuidema the influence company, Netherlands

Abstract:

From Zuidema, the influence company's point of view, leadership means focusing on the development of individual talents to enable organisations to grow and flow. An ability to learn from and with others is an important – perhaps the most important – part of leadership development. From our point of view, a clear view of learning and development is necessary for leadership development. Talking clearly about how an organisation thinks about learning and having an explicit and shared view of learning has a positive influence on leadership development. This raises such questions as:

- What is your perspective on learning? What is the perspective of the organisation?
- What is the link between learning & development and leadership development? Is it the same, or not?
- How do different perspectives on learning influence leadership development?
- What kinds of learning activities are suitable in what kind of leadership development?
- How to translate this into activities, including formal and informal learning?
- How to organise and manage this learning?



Using an example from our own organisation, we will show how the answers to these questions have an impact on leadership development.

Speaker:

Following theatre, education and business management studies and experience, I began working for Bureau Zuidema in 1999, initially as a senior consultant, since 2001 also as manager of the Rotterdam office and since April 2004 as managing director. I have been managing Zuidema, the influence company, since 2006.

Zuidema, the influence company, a holding company consisting of seven private companies, all focusing on the development of the talents of people in organisations. As managing director of the holding company I support the managing directors of the private companies and the managing partners to achieve their results. I am accountable to a Supervisory Board and to the Shareholder. I am fascinated by the question of how shape can be given to “humanity in organisations” and the role that strategic in-company training can play. It goes without saying that the question of how people manage organisations and each other has a role to play in this. Over the years I have learned that organisations need to share thinking, both internally and externally, about direction and approach. And above all... how this can lead to lasting effectiveness.

In this way I try to be a discussion partner for national and international clients from various sectors.