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Anderson Willinger Setting the Strategy and Selection of Key Directors

Acquiring and developing executive talent with transformative and innovative capabilities is crucial for organizations' long-term sustainability and growth. The importance of top management's role in shaping company culture and instilling values in their teams must be considered.

Six years ago, Anderson Willinger embarked on a mission to create a business intelligence platform to collect market data on senior executive changes. After several years of data analysis, the platform provides accurate recommendations on the current market state and predicts future hiring trends by industry, position, or ownership type. With the capability to connect data to specific industries, companies, executives, and AI, Anderson Willinger is further developing and testing tools to predict an individual's success in a particular role and company.



Lucie Teisler,
CEO

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The top management is not only responsible for delivering results but needs to be awakened to the direct impact on the culture it creates and the values and behaviors that are imprinted on those who follow them”

Focusing on board levels, CEOs, and board-1, Anderson Willinger's services encompass executive search and management audits. These assessments help organizations promote and develop talent with an entrepreneurial mindset and with critical transformation and innovation qualities.

Anderson Willinger uses the metaphor of a well-grounded tree to identify individuals capable of transforming all aspects of their professional and personal lives. The firm first examines the root system, discerning an individual's unique superpowers and identifying values that are unlikely to change. Analyzing a person's leadership attributes and understanding their development allows the company to predict their state of mind and emotional balance during critical moments. Studying the metaphorical tree's branches reveals more about someone's discovered and undiscovered needs, their definition of personal and collective success, and their comprehension of their shadows.

This is also the reason, why Anderson Willinger delves deeper into the skills and abilities that drive change by being attuned to

these initial human discoveries. This process includes evaluating an individual's capacity to handle dilemmas and paradoxes, self-regard, empathy, reality testing, impulse control, optimism, flexibility, and independence. The firm acknowledges that successful change depends on the fit between two parties.

To assess the fit between individuals and organizations, Anderson Willinger recommends six evaluation tools: algorithm of thinking, system of values, EQ, IQ, cultural fit, and their proprietary tool, AWAP.

AWAP focuses on determining a person's managerial abilities, evaluating change and transformation, entrepreneurship, and growth potential. Anderson Willinger developed AWAP based on its long-term knowledge and tested it with local psychologists and international universities.

AWAP is a "traffic light" for management and leadership styles in various business and cultural environments, roles, and teams. The essence is built on the idea of Walt Disney, who was known for creating a team with particular qualities ensuring perfect quality and delivered results on time.

It categorizes individuals into five personality types: architect, visionary, positive critic, manager, or implementer, based on their abilities to build teams, be creative, perceive things critically, and manage and plan.

Anderson Willinger's expertise extends beyond strategy development and key director selection. The firm also partners in educating and inspiring top management on current global trends. Concentrating on promoting company growth and sustainability, Anderson Willinger provides various services, including executive search and management audits, senior management team evaluations, and organizational or personal design development.

Anderson Willinger's Bestheads, a tool that offers career management and targeted managerial development programs, has successfully enabled over 402 senior managers to advance their careers through its specialized services. Bestheads assists individuals in understanding and valuing their self-worth across various career stages.

The rapid success of Anderson Willinger can be attributed to its outstanding reputation for innovation, inspiration, and adept project management, complemented by a touch of creativity, which acts as a secret sauce. This commitment to nurturing and developing executive talent has established Anderson Willinger as a leader in the executive search industry, supporting companies in pursuing long-term growth and success.

"Our commitment is to ensure the selected senior executive will succeed in the role for which they are hired in the long run," states Lucie Teisler, CEO of Anderson Willinger. **HR**