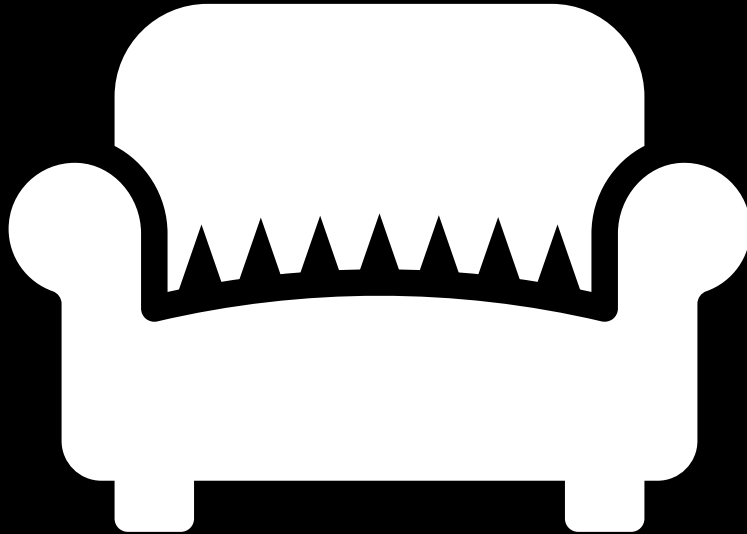


THE CEO'S GUIDE TO: *Hunger in Paradise*



**A practical approach to
fighting complacency in
your company.**

Henrik Hylgaard.



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Case-story: KK Wind Solutions

At KK Wind Solutions we have been working together with Henrik Hyltdgaard since 2013.

Our collaboration has been going through different phases.

The first period was one of challenging our strategy and self-perception. Hunger in Paradise and fighting complacency was and is still a very high priority of ours.


In the next phase we have been working with Henrik to define our unique strategic frame designed to unleash our true business potential.

Currently we work together to implement our strategy and to drive the innovation, that is meant to pursue our many new business opportunities.

We have no doubts, that working together with Henrik has had a huge impact on KK Wind solutions strong growth and success during the last three years.



Tommy G. Jespersen, CEO



Johnny Haahr, CFO



René Balle, CTO



Chlinton A. Nielsen, COO



Carsten Brinck, CSO



Introduction

In September 2013 the book *Hunger In Paradise: The Cure Against Complacency* was published in Denmark by Rasmus Ankersen and Henrik Hyldgaard.

After business leaders read the book and started to apply its principles, the most frequent question we received was: “Can you translate *Hunger In Paradise* into a how-to guide?”

In response, I’ve created “The CEO’s Guide to *Hunger in Paradise*”.

Hunger In Paradise describes how success can breed complacency to the extent that even the most successful companies can fail.

The book is an easy read with a few clear messages told through stories about companies such as Nokia, Blockbuster, Lego and SAP.

At first glance most business leaders find the book’s suggestions for how to fight complacency counter-intuitive and surprising, but the recommendations actually turn out to be quite logical when you become more aware of how success can turn into failure.

Here are the three basic principles of the book:

Never trust success

You have to treat your company's success with the same amount of skepticism and self-scrutiny as you would if your company were in decline.

If it ain't broke, consider breaking it

You have to be able to free yourself from the factors that determine your company's current success – before others do it, because then it is too late.

Burn your trophies

You must find new benchmarks that can measure your company's achievements as less successful in order to combat the feeling of having reached the peak.


In the course of a few months *Hunger In Paradise* became number one on the Danish bestseller lists of business literature. Since its publication it has stimulated the conversation about how to eliminate complacency and also created a great demand in the Danish business community for applying the book's principles in practice.

Over the last three years I have also been engaged in applying the principles of *Hunger In Paradise* with some of Denmark's most successful companies. That three-year laboratory has fueled the development of best practices for leaders who are working their way out of complacency.

We have used those insights as the inspiration for the development of the international edition of the book titled *Hunger In Paradise, How to Save Success from Failure*.

The new edition, published in November 2016, has an even stronger focus on the psychological factors underlying the challenges of retaining a company's success.

The psychological challenges we identified are called "The Flipside of Human Nature," to reflect the fact that managers are driven by different, and often contradictory, forces in their approaches to leadership. We've broken these challenges down into small bites, with each of the book's chapters focused on one mental pitfall.



NEVER TRUST SUCCESS

Outcome bias:

The tendency to evaluate the quality of a decision when the outcome of the decision is already known. Outcome bias is driven by the underlying assumption that good outcomes are always based on good decisions and superior performance. The outcome bias can drive a too uncritical approach towards your performance, when you experience great results, and a too critical approach towards your performance, when you experience poor results.

IF IT AIN'T BROKE, CONSIDER BREAKING IT

Escalation of commitment to a failing course:

This kind of bias towards your current successful corporate platform will create a too negative approach towards change and new business opportunities.

BRÆND DINE TROFÆER

The-end-of-history illusion:

A psychological illusion in which individuals of all ages believe they have experienced significant personal growth up to the present moment, but in reality they have stagnated and will not grow or mature substantially in the future. This illusion can make you consider the current edition of your company as the final and perfect edition in spite of the fact, that it necessarily must be transformed to survive on ever changing markets.

Up against yourself

There are many indications that the real reasons why companies fail in their efforts to retain success are directly linked to the above-mentioned mental flipsides. This guide will help you pinpoint the reasons why you are not moving forward and will hopefully inspire ideas for breaking through to a new level of leadership.

It's tempting to fall into the trap of admiring our successes and ignoring the troubling signs that we're actually putting our futures at risk.

The desire for well-known solutions that feel safe and manageable and can be executed becomes too strong to overcome—even when the company's revenue and profit show a decline.

Crisis or no crisis, the bias towards what has been tried and experienced, what you 'know' works dominates decisions regarding the future.

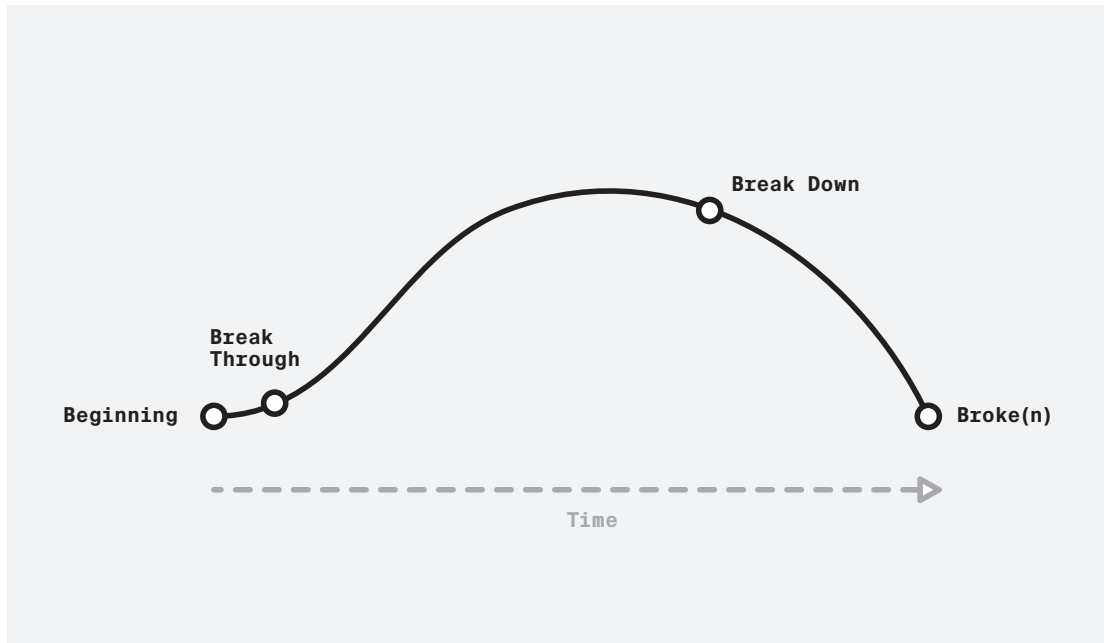
The unfamiliar and untested new products and business models with the potential of bringing the company to the forefront of the market development feel far too uncertain to receive any serious priority in the company.

That is how a business leader acts and makes decisions which will become his worst enemy in the turbulent business environment.

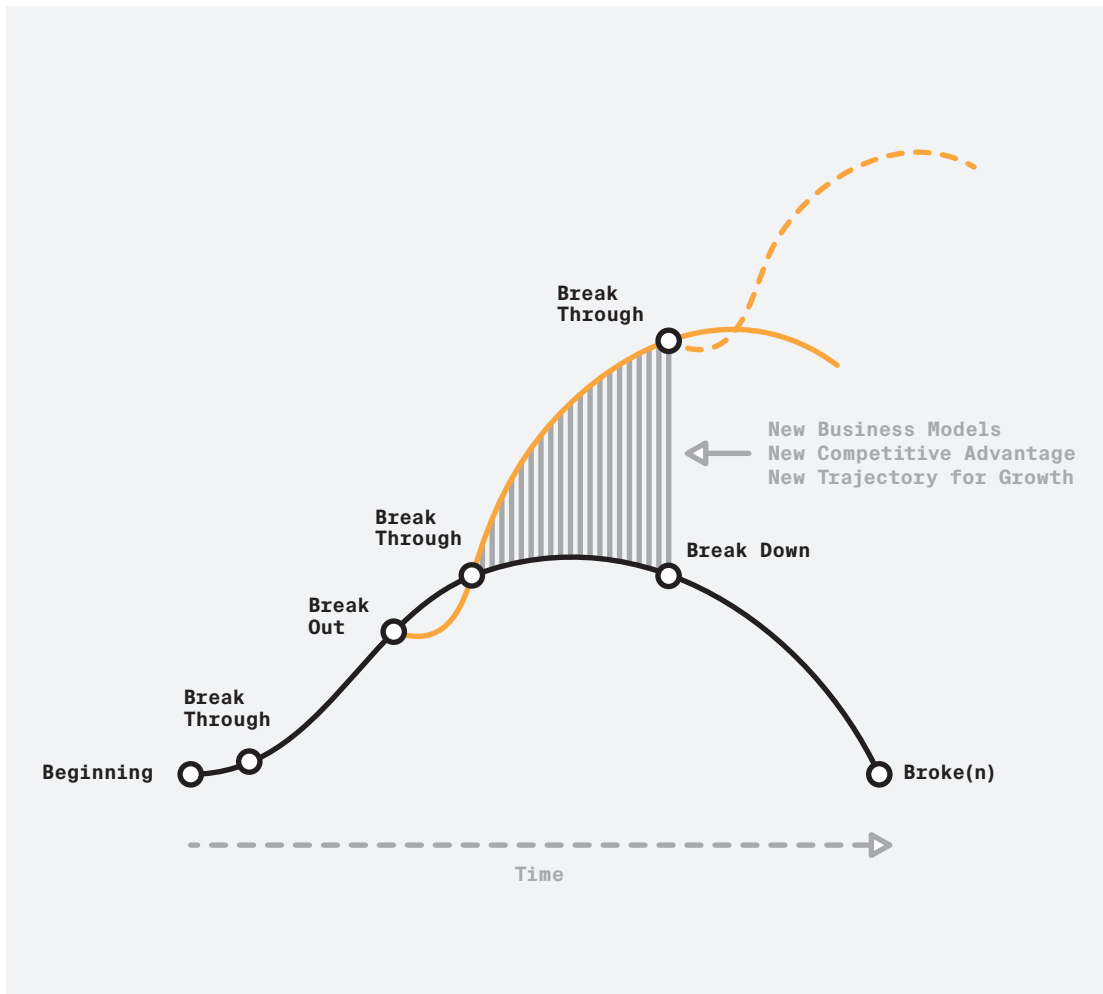
But it makes no sense to force the company to a standstill when markets change at an accelerating pace.

If you do, it is only a matter of time before your company's financial results deteriorate, cost savings measures have to be introduced and innovation curtailed, and employee morale in the company will approach a new low.

Complacency generates a self-created vicious spiral that throws the company down its life-cycle curve with an immensely strong force.



On markets of change, it will only be a question of time, before the business model and platform, that has created your company's success, will lose it's competitive edge and relevance.



The only effective way to fight complacency is to start up your company's transformation, that will drive your future competitive edge, new profitable business models and a new trajectory for growth.

Fighting complacency is really easy to understand, but hard to execute.

In reality, the greatest risk your company might face is not the risk of moving in a new direction, but the risk of staying the current course.

First of all, you must fight complacency at a time when you are very successful. It's the only timing that will keep your products ahead of market change and your company ahead of stagnation and downfall. There is really only one answer to complacency, and that is transformation. Before it's too late.

The reason it's so hard to fight complacency is that it requires leadership with truth, vision and change as their focal points—managerial virtues that quickly come into conflict with human nature.

A shortcut from thought to action

You've probably experienced the gap between good intentions and action after you've read an inspiring book, but failed to apply the lessons. That's why I created this guidebook.

It has been designed as the practical application of Hunger In Paradise and addresses questions such as:

*What does it take for the process to succeed?
What does the work entail in practical terms?
What is required of you, the top executive?*

Also the guidebook has been designed as your personal thought-provoking notebook. Your notes should be your answers to the very challenging questions of how to cure complacency in your company.

The CEO's Guide to Hunger In Paradise translates best practices into an action plan and takes you and your company through three vital steps towards fighting complacency:

1. Conduct the complacency audit

In order to fight complacency you must know what it is and how deeply ingrained it is in your leadership and in your corporate culture.

2. Reframe the business potential

In order to be able to escape the pull of the present you must envision the future.

3. Change your leadership

In order to beat complacency, you must change your leadership from protecting the past to unleashing the true potential of your company.

I hope that these experiences and three basic steps can help move you from thought to action.

Obviously complacency is not an option in a world where continuity, predictability and stability are mere illusions.

A handwritten signature in black ink, reading "Henrik Hylgaard". The script is fluid and cursive, with the first letter of each word being capitalized and prominent.

Henrik Hylgaard



Conduct the complacency audit

1

As the company's CEO you are the prime mover in the fight against complacency in your successful company.

Over the past three years, I've observed two types of CEOs who have followed the wake up call from complacency to action. In one case, the leaders stage events to announce their commitment to change but have a hard time fighting the pull of the present—the force that retains the status quo.

In the other case, the CEOs dig deeper and work harder to push against the habits that keep them hoping that quarterly revenues will keep growing (even if they fear they are at risk of losing ground).

In the companies where the process has been effective and had an impact, the top executive has been willing to do everything that was necessary in order to successfully create 'hunger in paradise,' even if, in certain cases, it took a toll on the leader's as well as the company's self-perception.

No matter how eager you are to combat and eliminate complacency and how big a hype you create in the organization, it's of no use unless you accept the premises for the success of the work and commit to a fresh action plan to counter the pull of the present.

Overwhelming evidence supports the notion that three critical factors have to be accepted before you can even get started on fighting complacency in your company, and you have to accept all of them.

First you must eliminate your misunderstanding about complacency.

Second you have to make the truth the focal point of your management.

Third you must acknowledge the transformation gap in your company.

I've enclosed a set of challenging questions for you to conduct your own complacency audit.

It's an important exercise—acknowledging the truth of the present is the first step you need to take to save your current success from future failure.

Eliminate the misunderstanding about complacency

Most managers view complacency as synonymous with inadequate and poor staff performance.

Don't accept that.

First, lack of motivation and energy in the organization is ALWAYS due to a flawed strategy and inadequate management.

Second, you need to help your teams let go of old habits.

Beware: life-threatening complacency occurs when a company's management resists change and continues to rework a weak business model.

Ask yourself: What are the signs that your market has shifted? How can you bring a sense of urgency to make something better, bolder or bigger?

On the most basic level complacency means that "the new" makes your company's products appear less relevant, valuable and attractive, because you have not managed to bring your company to the forefront of the market development.

The Complacency Audit

Rate your company on a scale from 1-5

5 = Very well

4 = Well

3 = Not well

2 = Not at all

1 = I don't understand, what you're talking about

Q: *How well do you challenge your current business model?*

A: 1 2 3 4 5

Q: *How well do you combine short-term execution with long-term strategic vision?*

A: 1 2 3 4 5

Q: *How well do you currently focus on imagining shifts in your market?*

A: 1 2 3 4 5

Q: *How well do you focus on new trends?*

A: 1 2 3 4 5

Q: *How well do you connect to the voice of your customers and your employees?*

A: 1 2 3 4 5

Most of the companies I meet and observe have a way to low average score of 2.0, because they only have focus on and competencies within operational excellence.

Make the truth the focal point of your management

As a business leader, it is logical, utterly human and natural that you find it hard to be very pessimistic, critical and challenging as you plan the future for your very successful company.

The financial results, the newspaper articles, the many pats on the back from your network are lining up in order to confirm you and your successful leadership. The innovative products and the competitors that can change the market and erode your competitive advantages are not exactly easy to spot.

But it is no use falling in love with your current successful business model and staring blindly at the company's excellent financial results.

The very best leaders step back from success to ask themselves the self-critical questions that can move the company forward rather than seek the constant self-affirmation that brings the movement to a halt.

It's always uncomfortable to be confronted with the truth when it's less attractive than you believe it is.

But forget about excuses and the justification for your own decisions and priorities.

Your colleagues and employees can read you like an open book and conclude that you are unwilling to take on your part of the responsibility of solving the company's challenges when it comes to creating future success.

Rather, you must accept that the battle against complacency begins at the top; then you will gain your employees' respect, and they will take ownership of fighting complacency.

Q: *How well do you reflect upon your own leadership?*

A: 1 2 3 4 5

Q: *How well do you paint the real picture of your company's performance (as opposed to the numbers of the past)?*

A: 1 2 3 4 5

Q: *How well do you allow the critical voices from inside your organization to be heard?*

A: 1 2 3 4 5

Q: *How well do you succeed in making the search for the truth a vital part of your organizational culture?*

A: 1 2 3 4 5

Q: *How well do you manage a growth mind-set, feed-back and evaluation in your company's culture and processes?*

A: 1 2 3 4 5

Most corporate leaders have an average score below 2.0 because of their tendency to protect their power and decisions.

Acknowledge the transformation gap

One of the challenges in creating 'hunger in paradise' is that the consequences of complacency are mostly invisible today. But over time, complacency erodes your ability to compete, and companies begin a steady decline toward being irrelevant.

The management teams from Nokia and Blockbuster would certainly have made radically different decisions if they had confronted the reality that the consequence of Apple's iPhone and Netflix's reliance on digital technology would lead to the ultimate failure of their businesses.

There may be a time warp of many years between your company's priorities, declining performance and the implications for the bottom line.

Already now you need to focus on the effort needed to avoid the unknown, but guaranteed serious, consequences of your company's complacency.

At any time there is a wide and deep gap between the customers' present and future needs. The products customers prefer today are certainly not the products they will prefer in the future.

You have to acknowledge and accept that premise in order to lead your company's development.

The problem is that you are not aware of the gap, but it's getting wider and deeper with each passing day.

The gap only appears when new, interesting and valuable products are being introduced and your customers start to demand them.

It's your job to make an objective assessment of how far your business has advanced and how competent it is when it comes to implementing the transformation that can bring your products to the forefront of the market and ensure the competitiveness, growth and success of the business.

It's only when you become aware of the gap between the current version of your business and the development that is needed in order to ensure future success that you can find the motivation for making the investments and changes that can fight complacency.

Q: *What do your company's growth perspectives look like?*

A: 1 2 3 4 5

Q: *How good is your relationship with your customers?*

A: 1 2 3 4 5

Q: *How good are your employees' motivation and pride in working in your company?*

A: 1 2 3 4 5

Q: *What does your pipeline of innovative products and profitable business models look like?*

A: 1 2 3 4 5

Q: *How good is your corporate culture in terms of creativity and entrepreneurship versus bureaucracy and fear of failure?*

A: 1 2 3 4 5

Exploiting your current competitive and successful business platform is very important and how you make the profits. However when it comes to the awareness and ability to make the transformation, most companies have a really low average score between 1.0 and 2.0. Successful companies do simply not spend any time working out its strategic transformation.

**Reframe
the business
potential**

2

If you want to avoid having your company overtaken by innovative competitors and intelligent entrepreneurs in the future, then you will have to challenge what keeps your business firmly in the present, not blindly, of course, but at the right time and in the most effective manner.

The natural attitude of a successful business is to protect what has worked. The anti-complacency mindset depends on everyone being willing to let go of some of what has worked in the past in exchange for a shift to something new.

Transformation means change for the better; it means as much change as it takes to stay ahead of the curve.

Apple is a good example of a company that since its inception has cannibalized itself again and again.

The iPhone's slaughtered the iPod, and the iPad Pro is well on its way to slaughtering the world's first and most successful personal computer, the Mac.

On Apple's home page the iPad Pro is introduced as follows:

"Your next computer may not be a computer at all."

Apple's active cannibalization is not a matter of boldness and risk-taking at all, but rather the ability and the will to spot future business challenges and opportunities.

Already in 2005, while iPod sales were breaking all records, Steve Jobs warned Apple's board of directors saying:

"The device that can eat our lunch is the cell phone. Everyone carries a cell phone, so building a music player into cell phones could render the iPod obsolete."

Subsequently Steve Jobs introduced the iPhone in 2007 as a combination of an iPod, a cell phone and Internet communication—the finest iPod ever developed.

It's not until you feel the hunger for new business opportunities as an inspiration to let go of some old habits that you'll make real change.

The only thing that can really make you sacrifice a little of what gives your business its current success is understanding and trusting that you will get something different and much more spectacular in the future than what you have right now.

The continuous reinterpretation of your company's true potential is thus a prerequisite for survival in markets in constant motion.

Back and forth is not equidistant

The most basic principle for reframing your business potential is taking on a non-linear approach. But it is the linear kind, that most business leaders practice.

The illusion of sustainable competitive edge and continuous success drives a rhythm, where most companies are concentrating on one fiscal year after another.

But this kind of linear thinking means that in reality, you never challenge your company with the future, only with the present. This is the same as following a trail without ever looking up or forward in an unpredictable terrain. Obviously a very dangerous approach.

You need to allow yourself and your leadership team to reach out for the future and try to imagine your company's future business potential. Think big and think unrealistically. Just do it. When you see your fabulous future, you can reason back to what kind of changes and innovation, you need to do to unleash your true business potential.

When it comes to fighting complacency and transforming your company going back and forth is by no means equidistant.

Lineær tilgang til Fremtiden.

Tænker og handler med udgangspunkt i nutiden

**Non-lineær tilgang til Fremtiden.**

Tænker frem-i-tiden, skaber forandring i nutiden



You have to cultivate your company as a long-term investment.

The longer your time horizon is, the more time and the more resources you can dedicate to developing new products and business models that will ensure the future success of your company.

It's only when you expand the time horizon that you can let go of the current formulas for success and imagine a business potential that far exceeds the company's current level.

You know how long it takes and how many resources are required in order to create significant changes in your company.

The longer the time horizon you apply and the more visionary ideas you are able to bring forward, the greater the business potential you will be able to identify and subsequently unleash.

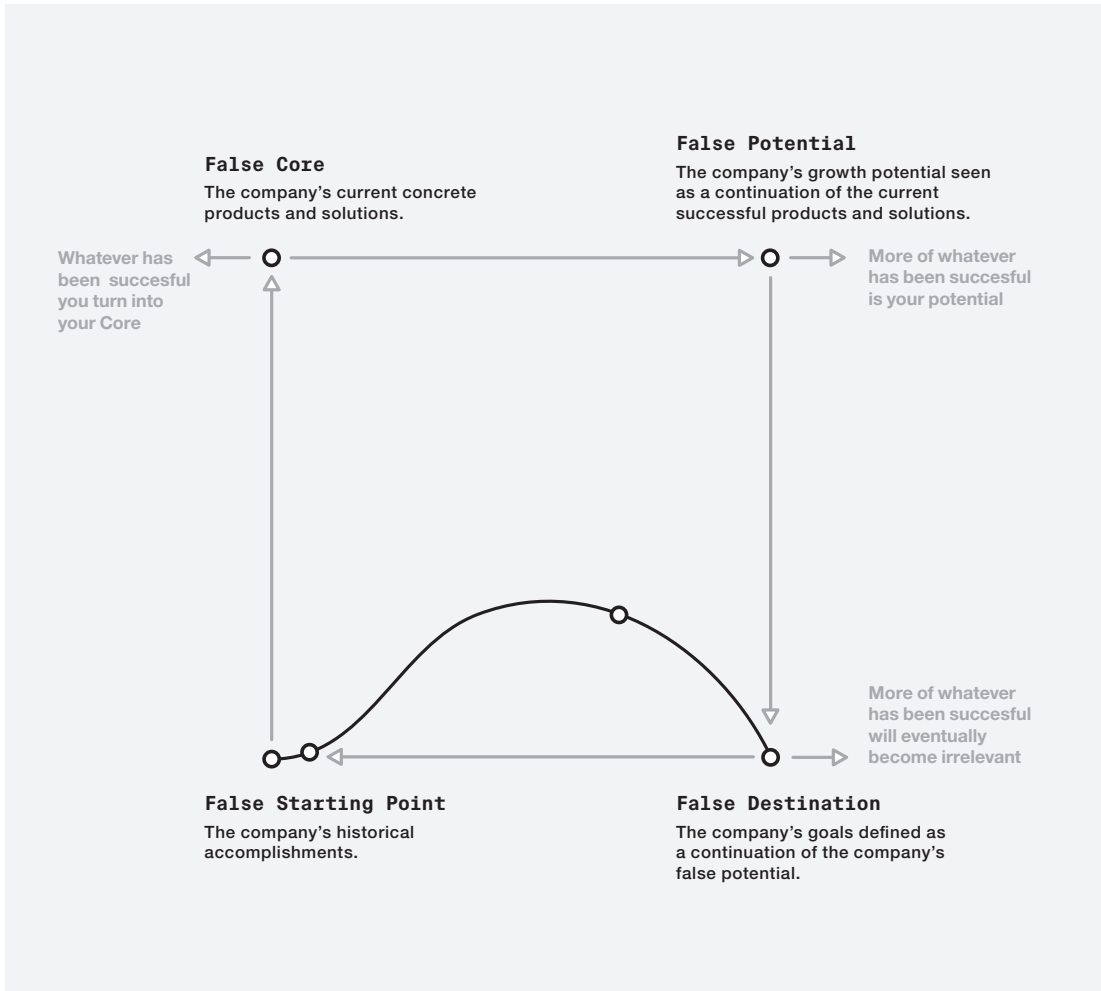
Apply a dynamic mind-set

Most business leaders works from a more static mind-set, which inself resembles a high level of complacency. The static mind-set locks the company around the current success-formula, prevents the transformation and becomes the sure way of following the traditional short lifespan of a successfull company.

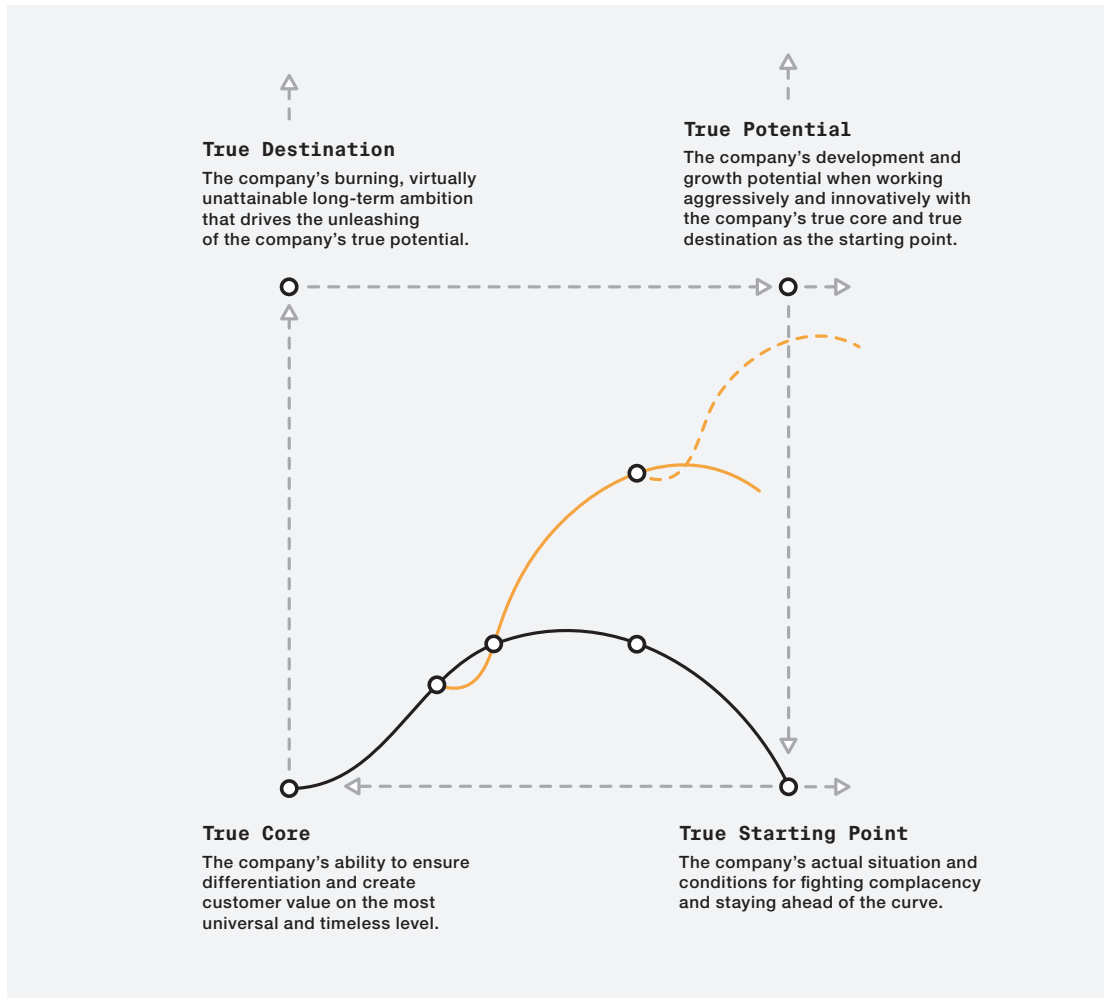
You need to apply a dynamic mind-set, that opens your mind to those ambitions, opportunities and changes, that will drive the transformation of your company.



Static selfperception makes transformation impossible



The dynamic selfperception drives transformation



Step-by-step towards the future

As a leader, you're in a perfect position to reframe your view of the future and inspire your team to be brave enough to change. You'll need to provide a framework, tangible evidence of the potential success of a new outcome and a path for them to get on board with small wins along the way.

The reframing of true business potential follows a simple flow with the non-linear thinking and the dynamic mind-set as the strong driving forces.





Open your mind to the future

Understand the true core of your company and expose yourself to the compelling opportunities around you that will open up your mind to new business activities and opportunities.

Raise the level of ambition

Define the true destination of your company as the demanding but also inspiring ambition for exploiting your true core. This will drive your imagination to develop new business potential.

Rethink the business opportunities

Take good care of the new business ideas and possibilities that emerge. The most demanding options may be the ones that will become the most profitable ones.

Strengthen the capacity

Acknowledge your true starting point towards future success. Strengthen your company's capacity and make the change, that is necessary to unleash your company's true business potential.

Open your mind to the future

– Define your company's true core

If you believe that the present success is a reliable indication of future success for your company, then you probably also believe that your company's successful products, principles and processes constitute a solid and profitable core that needs to be preserved and protected at all costs.

But all existing elements in your company are and will only be a starting point for future business activities.

Naturally you have to capitalize on your company's products as they are here and now as long as you can. However, you should not believe and act as if this can go on forever.

Instead, you need to clearly define the company's inspiring focal point for the development of the new products and business models that can place the company on the cutting edge of its customers' needs.

You need to define what I call the company's true core—the most universal, timeless and fundamental understanding of your company's operations.

It will make you understand that your company's specific products and processes should only be considered an application of the company's true core for the time being.

Understanding your company's true core enables you to disregard your company's current specific activities and open your innovative mind towards the future.

The company's true core not only inspires you to see the company's many business opportunities; it also guides you to deselect the activities which the company is unable to develop, manufacture, market or deliver in an effective and profitable manner.

Fully understanding and appreciating your company's true core thus becomes essential to ensuring exactly the transformation of the company that can fight complacency.

The definition of the company's true core is not complicated.

You must work to peel off the layers of the company's surface of concrete successful products and business models in order to find your way to the deeper understanding of the company's operations.

You must try to understand the basic successful needs coverage and value creation your company performs for the customers and also the differentiation behind the company's positioning in relation to its competitors.

Thus your company's journey towards the future starts from the inside.

**True Core
(Dynamic mind-set)**

The company's ability to ensure differentiation and create customer value on the most universal and timeless level.

VS

**False Core
(static mind-set)**

The company's current concrete products and solutions.

Raise your level of ambition

– Define the true destination of your company

You have to use your awareness about your company's true core as an inspiration and motivation for raising the company's ambitions.

It's your appreciation of the capacity of the company's inner core to create customer value and ensure differentiation that will unleash the new aggressive thoughts about what business activities the company should pursue.

Only when you fully appreciate the company's operations on the principle level can you seriously understand the company's future opportunities on the more concrete level.

The struggle to eliminate complacency continues by defining what I call the company's true destination—a burning and virtually unattainable long-term ambition for the company's operations that raises the bar for its operations to where it truly belongs.

High up and far into the future—up there and out there where the company has the possibility of developing and changing so much that it becomes groundbreaking, sets new standards in the market and eventually makes a noticeable difference for the customers, the employees and society in general.

Are you dreaming of taking your company and your own management to new heights some time in the future?

Are you thinking of not only eliminating the problems and succeeding in the short term but also of making a difference, setting new standards and testing yourself and your company to the highest degree possible?

If you do, then you have to identify a clear, demanding, inspiring and grand ambition for this work!

**True destination
(Dynamic mind-set)**

The company's burning, virtually unattainable long-term ambition that drives the unleashing of the company's true potential.

VS

**False destination
(Static mind-set)**

The company's goals defined as a continuation of the company's false potential.





Rethink the business potential

– Define the true potential of your company

Your company's future is bursting with excellent business opportunities.

Today's society and markets act as a turbo charger in both downward and upward direction.

Behind the turbulence open-minded, independent and professional consumers are lurking who are very receptive to new valuable products and solutions in addition to being globally connected via the Web's social media.

You should therefore regard the turbulence as a half-full rather than a half-empty glass.

Consider the new trends in society, the technological developments and changes in the markets as fabulous waves you can surf, rather than an annoying challenge to your current business platform.

You must use your awareness of the true core and destination of your company as an inspiration for generating new business concepts.

When you choose the new products and business models your company should invest in based on the inner core of creating customer value and ensuring differentiation, you quite simply have the best opportunity to make the right choice.

You also increase the likelihood of creating precisely the new products and business models that give your customers something new and more valuable than they already have.

**True potential
(Dynamic mind-set)**

The company's development and growth potential when working aggressively and innovatively with the company's true core and true destination as the starting point.

VS

**False potential
(Static mind-set)**

The company's growth potential seen as a continuation of the current successful products and solutions.



Strengthen the capacity

– Define your company's true starting point

The company's urgent problems and limited ambitions may, in their own way, block the fight against complacency.

Understandably, these problems grab most of the management's attention. It's impossible to focus on the fabulous opportunities of the future when the company experiences adversity here and now.

Also, ambitions may be set so low that no special changes are needed and hence no new and aggressive thoughts about a future version of the company will emerge.

The problems have to be eliminated so that you can start working on the company's transformation, and you have to raise your ambitions in order to kickstart the creativity relating to the future.

I hope you are willing to let go of some of your self-awareness for a while in order to achieve the necessary honest appreciation of your company's starting point for a successful entry into the future.

The active embrace of the truth is an exercise with two aspects: Cognition and action.

You will only recognize the company's true starting point in relation to the markets of the future when you are able to start doing something about the situation. In addition, it goes without saying that it's only when you follow up the truth with action and strengthen the capacity of the company, that you can implement that development and introduce the changes that can fight complacency and unleash the true potential of your company.

**The true starting point
(Dynamic mind-set)**

The company's actual situation and conditions for fighting complacency and staying ahead of the curve.

VS

**The false starting point
(Static mind-set)**

The company's historical accomplishments.





**Change your
leadership**

3

The company's current strategic framework only comprises its current business model. That is why complacency cannot be confronted within that framework.

A new strategic framework needs to be designed that is targeted to the company's transformation.

The new strategic framework must be able to effectively execute the current business model and at the same time drive the development of the new products and business models that are actually going to transform the company.

When redesigning a company's strategic framework I apply the simple model below:



The new strategic framework connects the company's true starting point with its true destination and thus embraces and unleashes the company's true potential.

The new strategic framework focuses the company's performance based on its true core and shows the way to new business opportunities through an appreciation of the company's true potential.

The strategic framework comprises an ambitious vision that inspires the innovation of the profitable products and business models of the future.

The strategic framework includes a defined and unambiguous mission and a unique purpose, identity, culture and leadership that drives the company's uniqueness and also ensures an effective execution of the company's offerings.

The strategic framework is a tool for you to change your leadership from protecting the past to unleashing the true potential of your company.

The only way to effectively beat complacency is to shift from being defensive to being offensive towards the future.

Otherwise you will always be late and suddenly out of the market.

When you lead your company with the aim of unleashing its true potential, it becomes much easier for you to give the future more space compared to the demanding and challenging present.

In that case the future is not just a half-empty glass of problems and fear of losing your success; rather it is a half-full glass of amazing business opportunities.

Kiss complacency goodbye. Say hello to continuous transformation.



**Case-story:
KK Wind
Solutions**

Results

Development of KK Wind Solutions to become a more significant business with a stronger differentiation in the market.

- A strengthened team spirit
- Significant addition of new customers
- Three years of growth at the top and the bottom line
- A clear vision and plan for the future development and growth

Situation

As the inventor of the first electrical control of a wind turbine, KK Wind Solutions is one of the pioneers in the wind industry.

The company experienced growth, but the business foundation was too flimsy with only a single customer.

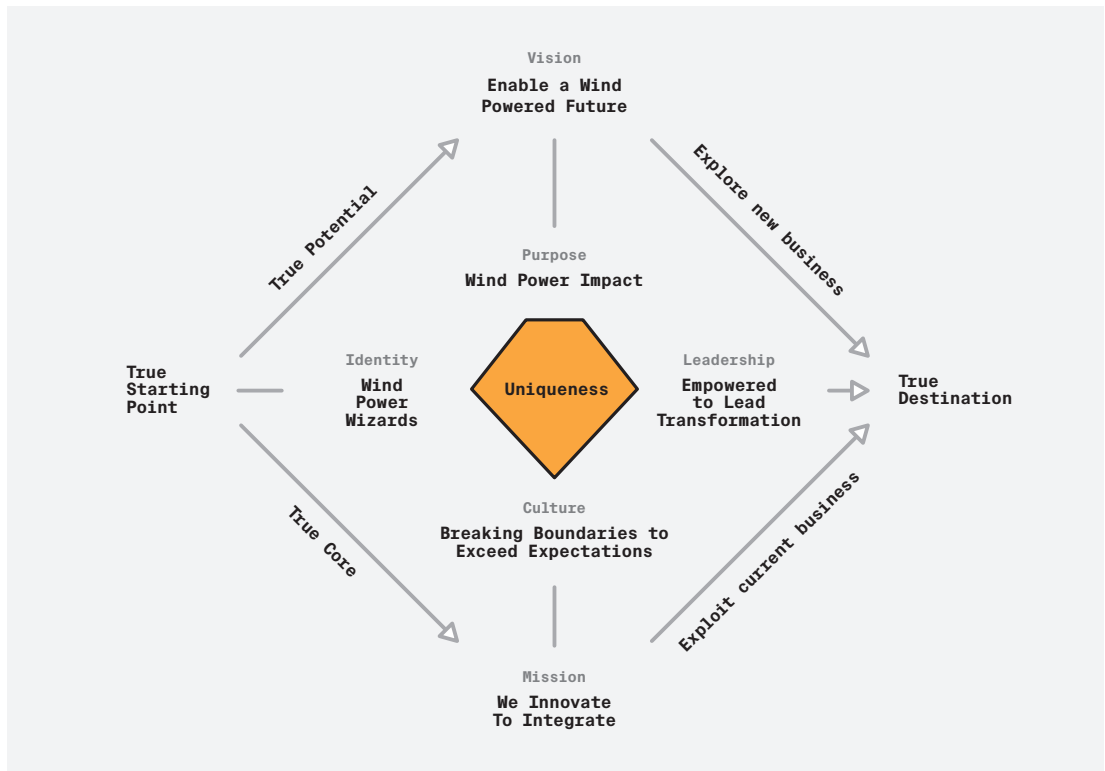
The company's identity was too anonymous and its culture too introvert.

The Process

I started the development work with KK Wind Solutions in 2013 in collaboration with the company's united, open and ambitious board of directors.

The work process has comprised the following phases:

- Challenging the company's strategy (including complacency)
- Developing and formulating strategic definitions
- Developing and executing the concept for strategic implementation
- Constantly challenging and sparring with the purpose of ensuring the company's transformation



It was the formulation of the company's mission, "Innovate to Integrate" that really accelerated the changes.

KK Wind Solutions is now the company that sets the new standards for electrical control systems for wind turbines with the clear aim of ensuring the ultimate integration with key customers such as Siemens, Vestas and Servion.

KK Wind Solutions is well on its way to becoming a global thought and market leader in its field within the wind industry.

At the end of 2016, KK Wind Solutions was sold to the investment company Solix in order to further accelerate its growth.



Henrik Hyltdgaard

Henrik Hyltdgaard is a strategic thinker and driver working on transforming successful companies from a state of complacency to a development that will ensure their future competitiveness.

Since 2013 Henrik has been working to apply the principles of “Hunger In Paradise” to some of Denmark’s most successful companies and is now expanding his work internationally.

Henrik is currently working on his next book Fire Up the Future, How to Reframe and Unleash True Business Potential, which is due to be published in the fall of 2017.

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