

# SvD NÄRINGSLIV

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## What is the key to good leadership?

**He brakes with his heart and accelerates with his mind. This was the motivation last night when Lars Kry, CEO of Proffice, was announced as CEO of the year at Kompetensgalan i Stockholm.**



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– I think the key to good leadership lies in being clear with what is expected of each individual, creating the right conditions, following up and giving feedback. I think that I am both driving and demanding. I set high goals and I don't give up until we've reached them, but I am also engaging and inspiring.

**In the motivation it was said that you “enthuse, charm, and communicate clearly”, how do you become clear as an executive?**

– It is never easy but I think it is by having a close dialogue and continuous conversations. I can even write down what I expect. Each month I go through what has worked well in the past and what I expect in the future with 13 of my associates.

**You have been an executive for 19 years, what drives you?**

– I have my own ambition of always improving, it is important to never lean back. I am extremely responsive to everyone around me and will constantly challenge myself and try new things.

**Is there anything you would like to be better at as an executive?**

– I can be better at being more available. I can have too many things at once which makes availability more difficult.

**Who are you when you are not an executive?**

– I live in Stockholm four days a week and then it's all about work and exercise. Then I have my family and private life at västkusten. Well there, I am good at disconnecting from work, I have four children and three horses who get my attention. I have been an executive for so long now that I've learned that it's about finding a balance between work and private life not to burn out.

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