

Warwick Schiller ([00:00:12](#)):

You're listening to the journey on podcast with Warwick Schiller. Warwick is a horseman trainer, international clinician and author, whose mission is to help people achieve a deeper connection with their horses through his transformational training program. One, we'll be back to the genuine podcast.

Warwick Schiller ([00:00:37](#)):

I'm your host Warwick Schiller, And if you're a regular podcast listener, you would have heard me mentioned in a few of the podcasts that then the middle of last year, I went to a three and a half day men's emotional resilience retreat. And one of the podcasts I did was with Joshua Wenner, who was the facilitator at that. And, and yeah, he was, he was an a, he's an amazing human being. And I had some amazing experiences there. And the experiences were made better by everybody that was there, but one person in particular that was there probably the, one of the wisest human beings I've ever met.

Warwick Schiller ([00:01:22](#)):

And the gentleman, his name he's from South Africa and his name is Hendrick [inaudible] and he is an executive coach, but in his previous life, he was a I've got to be careful how I put this. He worked for the UN, he was kind of a negotiator in some hostile situations, as well as being involved in the integration in South Africa after apartheid ended. So he's, he's got a, he's got a great deal of experience in conflict resolution and has has the most fascinating stories in these days. He is an executive coach, so he coaches CEO type type people and on how to better themselves and achieve their goals. And it is my great, great pleasure to have him with me here on the podcast today. So I hope you guys enjoy listening to this. As much as I enjoyed recording it, cause this, this guy he's he's not a national treasure because he's lives in America, but he's from South Africa, but he's he's a planetary treasure. One of the, one of the wisest man I have ever met. So let's get on to having a chat with Hendra. [inaudible]

Warwick Schiller ([00:02:47](#)):

Hendre. Welcome to the journey on podcast.

Hendre Coetzee ([00:02:51](#)):

Thank you so much Warwick, happy to be here and honored to be here. Thank you.

Warwick Schiller ([00:02:54](#)):

It's good to see your smiling face again.

Hendre Coetzee ([00:02:58](#)):

It's good to see your smiling face again.

Hendre Coetzee ([00:03:00](#)):

You know, it's so much better than just, you know, witnessing each other's lives through Instagram. So

Warwick Schiller ([00:03:06](#)):

Yeah. Yeah. That's, that's somehow, sometimes how we only keep contact with people these days. So let's, you know, this podcast is all that people's journeys and your journey has taken you now to where you a, what would you call yourself? A website website? I had the right term coach

Hendre Coetzee ([00:03:31](#)):

If coach is probably the most natural term for what I do, you know, I, it's interesting because with the word coaching, everybody and their dog is a coach right now. So I don't know that I, that the word coach sometimes actually helps. So I I've, I've referred to myself as a leadership architect or an executive coach, or, you know, that guy I'm that guy.

Warwick Schiller ([00:03:55](#)):

Yeah. That guy. So you would that being gone in specifics or names or anything, the clients that you have, the people that you work with, what sort of people do?

Hendre Coetzee ([00:04:05](#)):

So I work with the executive teams of corporate companies predominantly private equity backed companies that are looking to accelerate their, their growth and both stage into an exit. So that exit might be an IPO public offering, or that might be an exit to a larger private equity group. I also work with a couple of publicly traded companies and I work with their executive teams and the work I do is to facilitate them really understanding their vision and then the leadership needs within the organization and then creating alignment and cohesion and engagement for for folks on that team.

Warwick Schiller ([00:04:54](#)):

Oh, it was just, just thinking that and I think I mentioned it in the, at the intro when I came home from the men's emotional resilience retreat, I said to my wife, I said, I was still under a bit about you. And I said, he could be the wisest man I've ever met. So you're not, you know, you're not telling these guys how to run the company, per se. Are you, you

Hendre Coetzee ([00:05:26](#)):

I mean, most of the time, you know, work, these guys are experts in their field that I work with different fields, right. I've I work with venture debt to a company like Cirque de Solei or something like that. Right. So organizations kind of across the board, I'm not an expert in trapeze artists, not by a long shot. Right. So but I am, I am a student, I would say of leadership I'm student of alignment and figuring out how do you get people to work together? How do you drive a team to create results? How do you manage conflict? How do you help somebody who got stuck and gets them unstuck? How do we deal with difficult things and how do we, you know, really align around a goal and get people to to go for it in a big way.

Warwick Schiller ([00:06:24](#)):

That sounds awesome. Okay. Well, let's, let's talk a little bit about how does one, how does one get there? Can you share, because we had some amazing chats at that retreat, you were telling me some of you things you've done in the past. And so let's give it, let's have a bit of you, your history sort of thing, especially how you got into like mediating conflicts like that. Cause you've got a great story about early online and about this.

Hendre Coetzee ([00:06:55](#)):

Yeah, sure. Thanks for work. I I grew up in South Africa, so like you I'm from the Southern hemisphere, so we actually understand how the stars work. You know, and you know, learn how to read the stars and see where the Southern cross is and know how to navigate myself back to wherever I was. I grew up in

South Africa during a particularly interesting time high school was during apartheid. And then as I went to university or actually my last couple of years of high school Mandela was freed from prison. And then during my first couple of years at university, the first political rallies were starting to happen for what would end up being the first free elections in South Africa where everybody could actually vote. And I was on the student body government. And part of my job was then to host every political party and their leaders as they were doing rallies at the university.

Hendre Coetzee ([00:07:59](#)):

And got to meet Mr. Mandela and, and a number of other folks, Mandela was you know, six foot four. I'm not, I'm, I'm a five nine on a good day. You know, it seems like the older I get the shorter I'm becoming and I have a 15 year old daughter, he keeps telling me that she's as tall as I am, which I keep telling her it's not an accomplishment, but anyway, I met Mandela. He was really tall and he asked me, you know you put out his hand, he spoke to me in Afrikaans, which was a language he learned in prison really. And he asked me, you know, what's your name and what are you studying? And then he asked me, what will be your contribution to the new South Africa? The fascinating question. I, you know, I, I had not considered it at the time.

Hendre Coetzee ([00:08:48](#)):

To be honest, we were so resistant and fearful what this new world would look like. Anyway, a couple months later I got a phone call and they asked, would you like to work for the South African government? Then I said, which one is the old one or the new one? And so no, it was the new interim government. And I put my hand up and said, yes. And so within a few months, actually I got about six months with a training and together with some other folks, and I was trained as a facilitator for the integration between black and white youth. And we would fly down to small towns and big cities and host three, four day events where people could help contribute to what the new South Africa would look like. And you can imagine we would have political people in there.

Hendre Coetzee ([00:09:42](#)):

There was, at that time, we didn't have metal detectors, anything people are really up in arms, you know, we had not had the free elections yet, right? So there was a lot of tension in the room. And my job was to kind of manage a lot of different variables, lots of different interests, and see if we could create over a three-day period, some element of a vision of what the future could look like. And you know, I'm clearly a white guy and in this room, there were, you know, lots of different people from many different back backgrounds that Africa has 11 official languages, 17 tribes among the black people and so complex, very conflict. And then my last name was the same last name as the chief of police during apartheid. So, you know, I introduced myself, I'm not winning friends and influencing people.

Hendre Coetzee ([00:10:38](#)):

I'm only creating resistance, right? So learnt a lot about how to manage very tense and overwhelming situations. And then multiple different interests in rooms that have the possibility of being hostile or ending up in conflict. And so a number of instances my life and the lives of others were at risk. And, and, you know, we got through that in South Africa, that whole program ended up becoming the precursor for what we now know as the truth and reconciliation commission and helping people. It, it evolved from that future design, if you would, excuse me to this whole idea of how do we, how do we come back and have conversations around what had happened and create a, an opportunity for people to, to

speak their truth and get to some reconciliation. And that became kind of a core trait to the work that I did work.

Hendre Coetzee ([00:11:48](#)):

I I moved from there to Eastern Europe. Actually, I moved to Amsterdam, which is every young man's dream after 24. And I didn't want to go into politics. I'd also studied at seminary and I didn't want to go into the church. So I was like, my mother's from Holland. I'll go spend some time in, in Europe and then I'll figure my life out. And I landed in Europe and had an opportunity to work with the UN on a number of different projects, including the UNHR, which is their refugee scenario. I ended up in Bosnia helping organize and manage refugee camps in in Bosnia right at the end of the war there. And because of my experience in conflict and difficult situations, I I was asked by the UN and other organizations to advise on a number of difficult and conflict and hostage situations, situations with mostly you know, kind of inter inter country and different type of strife like that.

Hendre Coetzee ([00:13:00](#)):

And then also a couple of scenarios, hostage scenarios, where they were missionaries involved and stuff like that. So, and then, you know, I did that for two, three years in addition to other projects around Europe, around transforming forming organizations, transforming scenarios. And then I I got to a place where I'm like, you know what, I don't want to be in war zones anymore. I'm being shot at one too many times. And you know, it's like I'm 25. I need to find something different. And I ended up moving to the UK and getting a job with the Virgin group as a sales guy and then ended up running sales so that small division within the Virgin company. And Oh, it was horrible web stuff. It was really bad web stuff that we were selling in 1999. And and so, yeah, we ended up, I ended up doing that work and that company ultimately ended up getting sold.

Hendre Coetzee ([00:14:06](#)):

And the, the next company that bought us, actually, it was really fascinating work. I I'd never actually experienced this in my life up until that point, but I remember sitting down in London, this company had bought what was called the Virgin business. And I was running a division of the sales team in there or say, you know, the sales team and was looking to see if I could get that same gig at the acquiring company. And the guy interviewing me was he asked me, he says, where in the Commonwealth are you from? I said, I'm from South Africa. And he's like, Oh, with all the savages and stuff like that, you're kidding me. And I said, well, you know that's not the way see it, but you know, if you that's the way you view it. And he's like, I don't think anybody from the Southern hemisphere is going to go into management over a year. And I just, you know, I guess my time, my time to part ways, and I'm an American company that I'd worked with in Bosnia and different places invited me to go to work in Italy. I ended up doing that work and they invited me to the States and that's 20 years ago that I came to the U S in 2001, April, 2001. I, I landed here in the U S

Warwick Schiller ([00:15:25](#)):

Wow. There was a, there was a five minutes in that little monologue there where you kind of in, in the space of five minutes, you met Nelson Mandela helped fill the new South Africa, went to Bosnia, worked for the UN. It was like, Whoa, that's a whole lot of stuff. And then at the end of it, you said, you know, by then I was 25 and I was thinking, I wasn't fit to do menial labor when I was 24. And he, you are out like you know, resolving conflict in war, torn places. I mean,

Hendre Coetzee ([00:16:05](#)):

You know, it's the interesting thing in, I think later in life, I realized that a little PTSD, it's partly why we met at this, at this emotional resilience training. Right. I think I, I only later in my life realized that I had taken on a significant amount of commitment and a significant, significant, significant amount of risk and not always knowing the impact that that would have on me. And, and though I, you know, I think I've done well to surround myself and, and connect with a lot of different things. When I was younger, I certainly took way more risk than I actually knew what I was doing. I think I was being led by this big desire to make a difference and do something significant. And and I don't regret it, not for a second. I mean I do feel like I packed a lifetime into eight, nine years there, but then that ultimately has kind of been my way.

Hendre Coetzee ([00:17:12](#)):

Right. I have, I've always packed a lot in, and and I just feel like I've had this season now for for a while where I've done well, and I'm ready to kind of launch back into that. Just let's go get it and go after it type thing. So I feel like I'm a little bit on that precipice of, of when I was 17, 18. And I said, all right, let's just go and do, do whatever comes up. And I feel like I'm a little bit just at that beginning stages of that, again, really pouring, pouring myself into stuff. So,

Warwick Schiller ([00:17:52](#)):

Wow. That's, I can't wait to see what happens there. You know, I want to, I want to go back to, to when you're in university, you know, it's one thing to be a university student and someone says to you, what's your vision for the new South Africa? That's a, that's a question. But then on top of that, the person who is asking the question is Nelson Mandela. Yeah.

Hendre Coetzee ([00:18:23](#)):

So, so let me help frame that for you. Number one, I didn't have a good answer to the question. I probably mumbled some BS, you know, honestly, to do that. And for a white South African Mandela who was not president yet, we had been taught that he was the leader of the communist party. We had been taught that, you know, basically a terrorist is he's a threat. Yes, he's a terrorist. W at this point he's been freed. So now we've got to reframe, he's not a terrorist any morning. And by the time I'd met him, he had been out of prison two years. Right. So it wasn't like he came out of prison and then we met, right. There was a two year period where he'd already been participating in society and everything like that. But I would say at the very best, I had an ambiguous view of Mr.

Hendre Coetzee ([00:19:19](#)):

Mandela, not the view that we have today, right. The Invictus movie with Morgan Freeman, hadn't been made, you know, the inauguration hadn't been made, he hadn't done all the things he had done. The jury was out, you know, for us, he'd been in prison for 27 years. Part of a group of folks had planted a bomb or planned it planned planting a bomb, all of these types of things. Right? So we, resistance was very high. So I did not regard him as the Mandela that I know him today, or that I remember him as today. So what was disarming though, was one that he spoke in my language. And secondly, that he would even take interest in me as either some kid who was basically showing him around at the university. He took the time to, you know, look me in the eye, ask me a question and actually not just ask me a question to see if I had intellectual capability, but really inviting me to participate. Like, like somehow validating that I, my contribution would be, that would be meaningful. Especially if you think

about the resistance that I had made up, that I'm a white guy, we're going to be disregarded. And now he's saying, well, what will be your contribution? It's fascinating.

Warwick Schiller ([00:20:49](#)):

Kind of changes the story you're telling yourself and know there's so much. And you know, it's funny, I've talked about this on the podcast before, about the resilience retreat, we went to the one thing that was the same for everybody, no matter what your standing in life is, or, or what you think your issue is. And then you might think your issue is different from everybody else's, but I am enough. Yes.

Hendre Coetzee ([00:21:20](#)):

Yeah, no. And, you know, I think work, I, you know, when we went through that workshop you know, those four days that we were together and really discovering the lies, I told myself the lies, we've, we've all told each other and other folks around, you know, our fears and covering that up and then having an actual breakthrough and, and deciding somewhere along the way that we are enough, even with insecurities or fears that I had. I, you know, in hindsight, I think there's a S there is a portion of the risk that I took as a young man that was connected to wanting to prove that I was enough. Like I remember at 25 after, you know, a number of events that happened, a friend of mine asking me, says, why do you keep going to these dangerous places? You know, what, what is it that drives you?

Hendre Coetzee ([00:22:18](#)):

You know, I had the answer like, well, you know, people, people have need help and everything like that. And he's like, yeah, but is there something about you that you feel you need to prove? Is it really about other people, or is this about you proving that you could be a hero? You could be these things inevitably ever asked me that, you know, because I think I'd like to believe that my motives were a hundred percent pure and I'm all there to helping people, and I'm doing all this work. And you know, maybe there was truth to that, that somehow I had this, this sense of feeling incomplete or not enough. And then if I do these amazing things, if I do these dangerous things, if I help people, if I save people, if you would, then somehow my life would be meaningful. And, you know, it's realizing one day you don't actually have to die or get close to death in order to create value.

Hendre Coetzee ([00:23:20](#)):

There's a ton of other ways. And, and that's kind of how I actually transitioned into the corporate world because I realized the skill that I had of moving into difficult conversations, or creating an environment where we could have a conflict without conflict having us. And we can detach from the situation. I can help people unlock from fear or unlock from judgment and reset the conversation. The skill set was, was applicable in different venues. The likelihood of me getting shocked was, was going to go down and I was going to get paid a lot better. It's like, okay, let's do that. That sounds like a good plan.

Warwick Schiller ([00:24:06](#)):

Wow. I'm still fascinated by the, the, the early on stuff. So when you were mediating some of these things, was it, was it white versus black or was it tribe versus tribe or was it a mixture of, of everything? Cause there was a, there was a lot of tribal conflict.

Hendre Coetzee ([00:24:27](#)):

Yeah. South Africa. So there's three different phases to the conflict work that I did work in South Africa, work in Eastern Europe. And then I did a little bit of work in the middle East. I can tell you South Africa, some of it was racial. Most of it was tribal. Certainly a lot of racial stuff, right? White, black the distinctiveness between the, the wealth of the white and the non wealth of the, of the the black people, but in the AF in the black community, South Africa, there's there are 17 tribes, there's two Royal tribes or three Royal tribes in and two prominent Royal tribes all of the last presidents, but the current one have all been royalty, right? They've all been if in effect a King of their tribes of either the Zulu, the causer tribes, the last guy, the guy is currently president in South Africa. He was not elected. He was, you know, you became president because the other guy was impeached. He happens to be from a tribe, not a Royal tribe and has a very large challenge in his presidency because he's not regarded as royalty from the other tribes.

Hendre Coetzee ([00:25:48](#)):

I believe he's a vendor. And, and I remember when growing up is like the, the, they would always say a, vendor's going to have a knife in his pocket. It's like, you know, so there's a frame of distrust in, in the thing. And I take that under advisement. I don't know that he's abandoned, but I do know that he's not a Zulu or a Plaza in that that makes him a very, very difficult figure as the leader of the country.

Warwick Schiller ([00:26:21](#)):

It's not necessarily a unifying.

Hendre Coetzee ([00:26:23](#)):

No, no. And so, and then in Eastern Europe you know, Serbs and Croats and Bosnian, so, you know, there, people would say, Oh, it was Muslim and Christian, it really wasn't. It was, it was, you know, again, more tribal, zero served Crow at their religion part of it, but not really. And then in the middle East, you would have you know, Sunni's and Shiites, and that's two factions within the Muslim community. And then all the other international interests in there, the red line through all of that, no matter what is people's relationship to power, and, you know, whether you want to put it in a tribal thing, or you want to put it into a racial thing, ultimately the challenge is that often people in decision-making positions are enticed by the power that they have and are often not driven by values, but by driven, but driven by, you know, get as much as they can keep the power, get the power, keep the power to grow the power versus, you know, how do we use this as a way to empower other people, which is really ultimately what Mandela did extremely well in principle, unfortunately, he was old, but he was all about trying to empower people, right.

Hendre Coetzee ([00:27:48](#)):

Everything he did was, well, what would this do for the future? You know, people would be like, Oh, you know, you gotta make people pay for the past. We got to get our, you know, our revenge and that stuff and stuff is like, no, we gotta build a future for our kids. That's what we gotta do. The past is important. We need to address it, but you can't address the past and then sabotage your future. We have to let the future decide what is it that's necessary. And at the same time address the past, but the past can not become the mainframe and, and, you know, very simple principle, if you're going to drive a vehicle, look through the windshield, right. Or the wind screen, as we would say. And, and that's, that's where you're going. The rear view mirror is really important, but it doesn't give you direction.

Hendre Coetzee ([00:28:35](#)):

It gives you perspective. It gives you a sense of security. It shows you where you're at, and you're going to make sure that what's behind you, doesn't, you know get in your way, or, you know, if you're dragging a big RV or something caravan you know, you gotta be mindful of that, but you cannot get your direction by looking in the rear view mirror. And I think this is a very challenging thing that we're dealing with today, that we are dealing with around the country here in America and around the world, we are dealing with the past catching up to us, and it's a very important and reasonable conversation to have. And you got to have it within the perspective of the direction that you want to go. What do we want to create? And I find that we, it's very difficult when you don't have a strong, clear vision of the future being articulated to, to deal with this thing.

Hendre Coetzee ([00:29:39](#)):

And so in negotiation or managing hostile situations, my first thing that I do is to figure out what's the interest, what future are we looking to design? And if we can get that clear, then we can deal with the most difficult current scenario. But if we can't design an outcome, then it's going to be a continuous power play. And so, you know, if I can help figure out an outcome or a future, and if I work with an individual, right, if you, and I could figure it out, what's the future that you want and we bring it close. What do you want in six months? If we can figure, what is it that you are willing to commit to within the next six months? There's very little that we can't get you out of stuck out of stuckness right now, because the vision jaws you out of the, the crap that you're currently in,

Warwick Schiller ([00:30:29](#)):

I'll have to replay that and listen to that. That's like some of the stuff you would spit out that, you know, that amends emotional resilience retreat, we went to, this is Joshua, the facilitator, and he's got it going on. But then another one of the participants was a guy and he is a, he's an author. He's has a big podcast, big, strong presence in the podcast world. And he's also a couples counselor, Brian Reeves. Yep. I wasn't going to say his name, but we did that. Sorry, sorry about that. And, and, and, and this, and this particular man was, there's some of the stuff that came out of his mouth was fascinating. And then we had you, and you would you know, Joshua, it would give us some feedback and stuff, and then the other guy would give us some feedback and then you would come out and I would just sit there.

Hendre Coetzee ([00:31:38](#)):

Doug, Doug play downplay yourself, mate. I mean, you, you were spot on every time. And you know, the interesting thing that I find is there's two parts about your work that, that really speak to me. One is you're not afraid of going first. Right. And you would, you would certainly initiate a conversation or jump in. And so, you know, I always appreciate somebody who's willing to take the initiative, right. Because there's as many folks who would hold back and wait until they see how everybody else does. And, and you're, you're like, no, I'm going, you know you know, so you would initiate. And then the second thing is, and I'm going to lay this at the feet of, of, to put pieces in, in how you operate work. One is being from a different country. You being from Australia, you just come with a different perspective because you've, you have a different framework.

Hendre Coetzee ([00:32:39](#)):

Well, so that helps. But then also, I think you actually exercise that you've this ability to, to bring all of your worlds together, you know, dad son, brother business owner horse whispering savant, knowing what you're doing guy who says, yes, go for it. You know, podcasts dude online business, this is a lot of things in it. And I always appreciate people who say yes and, and are willing to take that risk. And I think,

you know, you created a ton of value, certainly was extremely meaningful for me to have you there at work. You, you spoken to my life and, and you know, I would say in many, many ways that particular four days saved my life and you are a core part of, of that being. So, so thank you for that.

Warwick Schiller ([00:33:42](#)):

Wow. Thank you. Yeah, I, I, I thought you being, there was a huge part of what I got out of the weekend, you know, when we had a conversation when we went on the walk. Yeah. And I talked about the walk when Joshua was on the podcast, but yeah, we went out one evening. We went for, went for a walk just before Sunday. And we all had to, if you haven't heard the podcast with Joshua, we will have to pick up a rock on this walk. And it was meant to represent something in your life. And we were to carry this burden for the walk. And then at the end, we were to, to basically release that burden. You could sit it down, you could throw it away, you could keep it, you can do whatever you want with it. But on the way back from that walk, when we got lost in the dark we had some weed, we'd written some stuff in our workbooks and we had to ask it, you know, like answer each other's questions and stuff. And I ended up having a, quite a good walk and a conversation with you. And I, that was, I think you helped me in that conversation probably as much as anything all weekend. So I really, really appreciate you. You're part of that.

Hendre Coetzee ([00:35:02](#)):

Thank you, brother. You know Mandela that say it's a long walk to freedom, right. So we keep walking brother. There's more work to do.

Warwick Schiller ([00:35:13](#)):

Yeah. So, well we'll get back to some more stuff about that thing too. Cause there is the, the, the whole, the, the, the one big incident that, that you were part of with me on the floor there. I want to talk about that, cause I've never told anybody that story, I don't think. And why not tell it to a bunch of strangers on a podcast.

Warwick Schiller ([00:35:38](#)):

You want to do that now. Okay. So, you know, something that, that kind of drew me to you at the at three trait. And then on one of the, one of the questions I asked a lot of my guests is what sort of, I can't remember the exact question is w w w who do you look up to? What do you, what, what, what qualities do you admire in a person is the, the question that I sometimes ask, and I did a whole podcast where I answered all my own questions in that when I said about the qualities that I admire in other people, I said, well, it's, it's changed. It used to be that I would admire physical bravery, you know, bravery in the face of danger sort of thing. And that was saying over the years, it's, you know, it hasn't been too many years now, but it's kind of changed to where now I'm probably admire people who can be authentic and vulnerable, no matter what it is being authentic and vulnerable about.

Warwick Schiller ([00:37:00](#)):

And I've talked about this in the podcast, in the past where I had very early hospitalization. So I had pneumonia when I was three months old. And what I have found out is when you at that age and you get taken away from your caregiver and placed in a, you know, a hospital was in the hospital for a week when I was three months old. And again, when I was 11 months old. And then I think when I was four or five, four, I think, but when you're that young and your nervous system is not fully developed and you get put in a situation like that, you ha you don't have the ability to fight. Correct. And you don't have the

ability to flight. The only thing available to you is freeze. And so you develop this very early on this, this freeze response and imagine, you know, and, and I was I think I was probably born quite, quite sensitive. And I think I developed this fridge responsibility on, but then as you, as you grow up and you're, you know, you know, you're in rural Australia and you're supposed to be rough and tough and all that sort of stuff, and that doesn't come to you naturally, you tend to have this negative view of yourself.

Warwick Schiller ([00:38:31](#)):

You tend to have, you tend to judge yourself rather harshly. And I th I think, I think everybody judges themselves rather harshly. There's always something that, for me, that's what it was. So I've always been drawn to people like you, that can go into dangerous situations with a big set of bowls and do the deed.

Hendre Coetzee ([00:38:55](#)):

Let me help frame some of that. In, in a couple of ways, I mean, I can relate to a lot of the things that you said early on hospitalizations and even the feeling of fight flight and freeze and having frees be the most prominent or dominant way of operating. I would say that every human being has different responses to different things, right.

Warwick Schiller ([00:39:31](#)):

I am,

Hendre Coetzee ([00:39:34](#)):

I have, I've always been somebody who would take, you know, lead into a dangerous situation. Especially if it was about other people. I do tend to freeze when it comes to defending myself. This is one of the whole big reasons I went to this emotional resilience training together with you. Because I have, you know, in my life gone into very dangerous situations because there was a cause somehow it was bigger than me. Somehow the cause was important enough for me to take this risk. But when it was about me, I wouldn't be willing to take the risk because I didn't feel like I was valuable enough. Right. Like, so my risk ratio was somehow yes. If it was for you or if it was gonna make me look like a hero or was about, you know helping somebody else. Yes. Then I would do it.

Hendre Coetzee ([00:40:37](#)):

Then I would, I would literally risk my life and put it in severe danger. But if it was about my life, that was important, I would often not defend myself or I would just freeze up and, you know, why is it that I would risk for other people, but not for me? Why is it that I would stand for someone else, but I wouldn't stand for me. And, and so, you know, I, I know, you know, it's the impression that yes, Henry would take these risks or he's this, you know, some of that I would say is also very good training, right. I got really good training. So I knew what I was doing most of the

Warwick Schiller ([00:41:17](#)):

Time. We didn't mention that. Who trained you?

Hendre Coetzee ([00:41:19](#)):

So I there's a number of international organizations. Some of it was the Harvard project on negotiation that, that did most of the intellectual work. And then I did have not formal military training, but there

were a number of military institutions from around the world that, that I got trained by in particularly told me about, can we say who that is? No, no, leave that there. Okay. But just, they're very impressive. The dudes that, so we'll just, we'll just leave it there, but, you know, whoever it knows will we'll be able to do it. You figure it out. But yeah, some really interesting and fascinating people really understand the dynamics of being in hostile environments and, and managing these different things. And, and I think that, that, you know, when you, when you get to learn from people who certainly understand threat certainly understand how to navigate through conversation before you have any other response.

Hendre Coetzee ([00:42:20](#)):

But if needed, and if it's necessary, you need to somehow be a peacemaker. And this is a really interesting distinction that I learned, right? There's a difference between a peace keeper and a peace maker, right? So peacekeepers are people who try to subdue the conflict and a peace maker is somebody who enters into the conflict and creates agreement and alignment. And that's sometimes also requires conflict. You may need to have difficult conversations. You need to be able to go toe to toe with someone you do need to be able to make a decision about, you know, right wrong left, right? Yes, no, sometimes you need to do that. It's not just, let's just shut everything down so that nobody, you know, does anything crazy. Sometimes you actually need to take an initiative and there's a risk involved in that. And being able to calculate what that risk is, and where's the most positive outcome.

Hendre Coetzee ([00:43:22](#)):

And sometimes that is choosing between bad and worse, right. There is no good outcome and, and somebody needs to make that decision and being willing to take that risk and step into that. And yeah, again, like it, that's a much easier thing to do in the past for me when it comes to other people. And now here in my late forties, learning to say, I got to do that for me too. I'm valuable. I'm enough. I have, you know, I'm a father, you know, I'm, I'm a friend I'm, you know, I'm, I've got people around that I care about and not taking care of me is not serving anybody if I want to be a good dad. And if I want to be a good friend to folks, and if I, you know, then, then I get to take ownership of who I am.

Hendre Coetzee ([00:44:17](#)):

I also get to stand for myself and say, no, that's not okay. And you know, use the same commitment of willingness to enter conflict for others, for myself. And I'm still learning that work. I mean, I, I think the, the workshop that we did together was so meaningful, the exercises that we did again, even very meaningful pieces that you and others played in that for me to be able to go and say, where did I not fight for myself? And, you know and own that and started journey of, of, you know, living life differently.

Warwick Schiller ([00:45:03](#)):

Yeah. One of the, one of the things I learnt there was about having healthy boundaries. And just recently on my social media platforms, I've actually started maybe, you know, six months later using some of those healthy boundaries and being able to use the, been able to put up a boundary without, it's kind of like, Brenae Brown says she doesn't, she says you don't puff up, you don't shrink back. You just told your sacred ground. And it's, for me in the past, it's almost probably been a bit passive aggressive if I had to put up a boundary, you know what I mean? It's, you know, you put up the boundary, but you get all bent out of shape and off or whatever. And yeah, just, I just really recently, I've probably put up some boundaries that were for me, you know, for that were helpful for me.

Warwick Schiller ([00:45:57](#)):

And I probably wouldn't have wouldn't, it probably wouldn't have done that in the past. So yeah, it's, it's, I think, you know, some of the stuff we learned there is still chipping away at it, but what I did want to talk about was I was talking about how I had that, you know, we didn't talk about this one had Joshua on the podcast, but the day that we went into the abyss as Joshua Gold's that, and we sit in the middle of the room and Joshua starts asking you questions and getting you to open up. And by this point in time, we're pretty raw aren't we, like, we kind of spill their guts and I kind of got stuck. He was trying to get stuff out of me and I kind of got stuck. Like we weren't getting anywhere. And he's like, and it had to do with, it had to do with not, you know, having that, I think it had to do with having that freeze response on my life, not working through it.

Warwick Schiller ([00:46:49](#)):

And ER, so I did confide that I'd had a cystic acne as a teenager and you're at that point in your life where your, your looks as the, probably the most important to you as it is any other time in your life and to have, and it just regular, all that. And you like cystic acne. So it looks like your, I was familiar, it looked like I was covered in boils. Like my whole head was basically governed, boils and chest and back. And you know, you get a lot of, as a teenager, you get a lot of teasing about that, you know? And so I think there was still a lot of that in there too, but yeah, Josh did this amazing thing. Like an and I, I think that's, it's so intuitive, like, you know, he needed to get me through this thing. And so he, he had me, well, I dunno. Do you want to tell the story and your perspective because I've seen it one way you might want to say it from another direction?

Hendre Coetzee ([00:47:57](#)):

Well, one of the interesting things of that exercise is, you know, often in part of the story. So let me reframe the way I remember it. You know, we sit in a, in a hot seat or you sat in a hot seat and you had the ability opportunity to kind of get to a core part of the conversation. And that's, Josh's asking you there and, and it's leading to an, an exercise that is a more integrated approach between, what am I saying? What am I thinking? And what am I feeling? And if at a certain point, it just seemed like you, you ran out of words, right? Like in, in somewhere between the thinking in the, in the ma and you're speaking that ran out, whether you froze or whatever, but I do think that you were certainly feeling a lot of stuff. And I think what Josh did, so masterfully there was to get you into a place of, okay, it feeling is where it's at and words are not articulating.

Hendre Coetzee ([00:48:58](#)):

Then let's access the feeling part, not only as an emotional piece here, but manifesting that in your, the rest of your body. So the way I remember it, or it can, I might be skipping steps here. So please, you know, go back if you feel like we need to. But in essence, you know, part of the exercise that Josh led you into there was to not just have this feeling go internalized, but externalizing feeling. And so we had you basically push this feeling out of your body against five, six other men. Right. And you know, I mean, you you're a strong foot guy, but I mean, I think that the main guy you were, we were pushing against was, was the fire chief, right. And he's six for at least two 50 just a huge dude. And then the rest of us were there.

Hendre Coetzee ([00:50:01](#)):

You and I, I, you know, I mean, you walked out of there with it. I think my shoulder collided with your eye there, but you basically lone man scrubbed against the rest of us. And at least me in the fire chief and a dude, I mean, it was unreal. The strength that you just came out with in some of it, I think was

there to me, there was two parts of that work. One of was just getting all of the gunk feeling out. But the other part of it was also showing you how strong you really are and how your ability to move. I mean, big freaking men, right? And I'm not the tallest peanut in the packet, but I am, you know, I know my strength and I know what I can do. And you just, I mean, you move both of us, you push this clear 10 feet across the room. I had corporate burns on the bottom of my feet cause we were barefoot in you know, I was a footing around. I was, I was pushing back and man, it was amazing exercise to see you accessing. I would. And I don't know, this is your story to tell, but what seemed like you were accessing both hurt as well as initiative as well as just resolve, like it's this combination of, of, can I use a bad word here?

Warwick Schiller ([00:51:30](#)):

No, it's come straight in your South Africans.

Hendre Coetzee ([00:51:32](#)):

Right? It's a combination of and resilience. Right? It's like, it's, it's unreal. How you just, you know, you just access that and, and yeah. And it wasn't like, it was a, a moment. I mean, I don't know how long were we going at it? There? I was like, finally it felt like 40 minutes may have been 20 or 15, but it certainly was. I was beat afterwards. I can tell you that.

Warwick Schiller ([00:51:58](#)):

Yeah. I was whooped too. You know, the other part of that too, was that Joshua was so good at intuitively doing that is, and this is to do with like say the cystic acne stuff. And thinking of that is he said, okay, what was some of the taunts you had as a teenager or the thing that, the stuff that people said to you that you didn't push back against, you just froze. And so I spent those out, so everybody basically got a phrase. And so there's me based on these five guys who were like a rugby scrum against me, we used to kind of lucky, like you're doing you're pecking with scrum and then you guys all started taunting me.

Hendre Coetzee ([00:52:40](#)):

Right. We said those things. Yeah. Yeah. And in many ways we, we own the rare, the representation of, of, you know, your, your pain and, and the teasing and, you know, you choosing to actually engage it and resist against it. And, and I just, I mean, it's not that you provided you push through it.

Warwick Schiller ([00:53:04](#)):

Yeah. I think it was it's, it's almost like having the resolve to push back against the things I never pushed back against that. That was part of it. But I also think it was finding an untapped strength that I didn't know I had. And I also think I also, I think part of it too, was by this point in time with, you know, with two and a half days into something, whether we kind of getting to know each other and I have a great deal of respect for everybody in the room. And I think, I think there was a wanting to earn their respect too. There was a, there was a part of that. And I, and, and, and, you know, I don't think I've had that, you know, kind of like you were talking about before, like you've been in these situations and you do it for someone else, but you didn't do it for you. So for me, and I, yeah, I don't know. I don't know. It was just a, it was an experience, hard to count hope it's coming across here on podcast, but it's, it was, it was tapping into a lot of things that I hadn't ever tapped into. So it was a critical moment. I would say, you know, one of the

Hendre Coetzee ([00:54:21](#)):

Things that happened for me, cause I did a similar exercise, you know, I didn't push back against the rest of the folks. I mean, that was such a unique exercise with you, but, but each of us had an opportunity to basically get in the hot seat and integrate speaking, thinking, feeling, and then into a physical, physical thing, which is really what, what Josh has, I would say true mastery is he's got this thing that he calls the somatic work. Right. And the medic is the integration of, of body, of physical activity with emotional reality. And I mean, the guy's just a, there's a, there's a gift there that's magical. But you know, I tapped into anger that I didn't realize I had, right. Because I've, you know, all of my work has always being the calm guy, being the guy who's going to neutralize the situation get everybody okay.

Hendre Coetzee ([00:55:17](#)):

And then tapping into anger. And I think what happened for me, and I don't know if this is what happened for you is, but it's like, there's a confluence of a lot of stuff into a moment that you then get to express and connect with. And, you know, it's you know there's a lot of authenticity, there's vulnerability. And, but there's also strength in that, in that experience of being able to actualize it, you a masculine male, let's get the out, deal with it manner. Right. I mean, I, I help a lot of people process trauma and a lot of emotional stuff. And a lot of that is to talk conversation, right? So talk therapy or, or doing these things. But myself, I've integrated a lot of physical activity because I do think that some things you need to, you need to get it out of your system in a physical manner.

Hendre Coetzee ([00:56:19](#)):

And, you know, in watching you, you know, you say you wanted to earn the respect of the other, other folks in there. I mean, I, I think you, you underplay the respect that you already had because we, we often have a conversation in our head that's a louder than the reality and, you know, surprising yourself. And certainly everybody else with the strength that you have of being able to basically push, you know, the five of us and we started falling out and you just said, you know, the fire chief in the end. And he was just, I mean, the guy's just a beast and you know, you go into a tow and pushing the guy across the room was certainly a bit, you know, did you win our respect? Yeah. But that had happened before, but you knowing that you'd actually done it and got through it and there was nothing fake about it.

Hendre Coetzee ([00:57:17](#)):

It was like, I mean, I had the wounds to prove it, right. I mean, I, like I said, I had the corporate burns on the bottom of my feet, this ridiculous. I hadn't had that in a long time. So, you know, it's, it's a fascinating thing. I think work for us to even, you know, at a kind of the second half of life to get to this place of saying, I want to revisit some of these things that have been part of my operating system and reset that because the, the, they know they didn't, they may have served me for survival back in the day, but they don't serve me today. So I want to reframe them. I want to do something different with them. And you know, I don't despise who I was. I don't despise that. I did a lot of things, took a lot of risks. So anything like that, I'm thankful for those. I made, you know, I made some really great decisions and I made some really poor decisions along the way. But you know where I am today here, you present in this moment and value who I am and, and create value for the folks around me.

Warwick Schiller ([00:58:28](#)):

Yeah. That's the thing I want like people listening to this, and this is one of the reasons I wanted to have you on here is because you running, you're an executive coach. Like you're the guy who helps the guys who are hugely successful. You know, it's not like you're helping someone who has no idea. Like you're

helping these guys. And you say, you're at that point in your life. And you go to this, men's emotional resilience retreat weekend, because you think you can be a better version of that

Hendre Coetzee ([00:59:01](#)):

Version of me. Right.

Warwick Schiller ([00:59:03](#)):

And so I, I think, I think, and this is based on, you know, my interpretations of myself over the years that, you know, we, we're not enough, you know, and all, you don't even realize this whole men's work stuff. I know it's

Warwick Schiller ([00:59:22](#)):

A whole subculture and I, you know, didn't know much, much about it. You know, I've been to therapists and, you know, done quite a bit of talk therapy and I've done some EMDR, I've done some sematic therapy. But the thing that, that is a lot of times, not that it's a bad thing, but a lot of times I'm in a room talking to a woman who has no skin in the game. She's not spilling her guts. I'm just trying to get, she's going to get me to spill mine. But when you're in a room full of, of, of the type of, for me, you're in a room full of the type of men that you kind of look up to, right. And they're spilling their guts, they're being vulnerable. And when you come down and do it, it's like, Oh, he's got the same problems I have. And he seems like he's got his together. And I don't. And you know, it's just it's, it's kind of like a, such a relief to know that you're normal. There's a normal,

Hendre Coetzee ([01:00:23](#)):

No, listen, you know, it's I, I can't keep giving people water if I don't have a well to draw from, right. I can't keep creating value for other folks if, if I'm drying up. And a big reason for me to go is, is recognizing I was to a large degree at my wit's end. Right. And I had, I needed to do some work. I needed to take care of me. There's a Snoop Dogg, a clip, I don't know. You know, he's he's, he there's this where he's doing a commencement speech or is making some speech at the Grammy's or something like that. And it's really funny, it's turned into a meme, but he's, he's, he basically says, and now I would like to thank me. I would like to thank me for not giving up when it was hard. I'd like to thank me for working very hard and never, you know, never giving up and never the hour I'd like to thank me for putting in the work.

Hendre Coetzee ([01:01:18](#)):

And it's hilarious. And it's super funny because it sounds, you know, arrogant in yet. There's beauty in that because he's actually being honest and, and there is a piece of just recognizing and validating your worth, right. Without it being arrogant or grandizing yourself. Because I think often we, you know, if I, if I talk about myself to make myself look better than I am, then there's a lie in that. But if I, if I value myself, sometimes that is also recognizing the things that are not working as well as the things that I do well. And I think to me, you know, the beauty of what we got to do there, and what I think men's work is about is less about fixing ourselves, but much more about integrating our life. And, and that happens in community that happens in recognizing that I'm similar. I, in sharpens, I, and if you would, it, it comes around recognizing that I'm as broken and, and as capable as the next guy it is up to me. I can, I can draw from other people. They can draw from me. I mean, it's, it's not a place to lose my responsibility. Actually. I gained the power to take responsibility back, which is really what I think the work is about. Right.

Warwick Schiller ([01:02:52](#)):

Yeah. It was certainly an amazing weekend. I wanted to talk to you a little bit now about what you do and really how different is it from what you used to do? Like how much of, how much of the, the lessons of the past with like the conflict resolution in dangerous places, how much of that have you taken basically into the boardroom? How much have you taken that into, you know, because really the human conditions, the human condition sort of thing. It's not that different. How, how similar are they? Cause I'd like to draw those parallels if it's possible. Yeah,

Hendre Coetzee ([01:03:35](#)):

No work. I said earlier in all of these three major conflict zones where I was, you know, there was certainly tribal, racial, religious differences, all of these types of things, but ultimately it came down to power and I'm often the boardroom or the C-suite is a power play, right. It is about, who's got the most power. Do I have power personal power. And I think, you know it is a small construct that shows people how power is working or not working in their life. And so there's a lot of parallels. You know, the one good thing is that there's a less likelihood of me being shot or shot at less guns. It's not that they're not there. Sometimes. I I went into a facility in Memphis once for a very larger corporation that, that goes out of there. And all of the senior leaders there are packing, which is,

Warwick Schiller ([01:04:40](#)):

You're not in California anymore.

Hendre Coetzee ([01:04:44](#)):

They everybody's caring. And the, you know, the guy who was running the show shop there, say to me, just so you know, we're all packing. I'm like, thanks for letting me know.

Warwick Schiller ([01:04:53](#)):

You know, it's funny being someone from another country, you know, like I'm an ex Pat live here in the U S and I don't know if South Africans think of this, but Australians tend to think with America's gun laws that it's like the wild West, and everybody's walking around carrying a gun. I have in my 30 years in the U S seen two people open carry, right. And one of them is a Philadelphia to be quite

Warwick Schiller ([01:05:18](#)):

Familiar with. He's a friend of mine. He's a deputy sheriff in Arizona when he comes to my clinics, riding his horse, and he's got his, but he's also got his badge on as well. But the other one, I was, I did a clinic or back East, somewhere in West, Virginia May in the, the girl was organizing the clinic. Her dad picked me up from the airport and he was packing. And that's it, I've seen two people wearing a gun on the outside of their clothes in the United States in 30 years. And the perception from other places of the world think that, you know, it's like the wild West and everybody's carrying a gun.

Hendre Coetzee ([01:05:51](#)):

Yeah, no, it's certainly not like that. The difference is if you do go into somebody's house and they were, they would open up their gun safe. It's like a whole different compensation, like, Oh Lord, what have we got going on here? So, so when you, you know, like you said, not everybody's carrying guns like that. And, and having access to guns is different than actually carrying the gun and whatever, whatever. But the, the work that I do now often has to do with personal power. And then I would say corporate power

or, or team dynamics, and then power back up to the board, how much they, they wheeled over it. And then shareholders back to that, there's a lot of power dynamics that go on. I would say in many ways I do two things. I create a frame for people to discover and discard the discover what's going on, discard, the things that are not working and then design a vision for themselves, or design a vision for the organization.

Hendre Coetzee ([01:07:01](#)):

Often because profit is involved or there's a product or a service involved division is assumed, but simple let's make money, right. Or let's grow the business. But until you can actually articulate it in a very clear, distinct way, the commitment to that vision can be ambiguous. So part of my work is to get people to really design that vision and the language around it, or define winning in as clear of terms as possible, because it takes the ambiguity of the way. And, but what it does do is it then says, okay, well, what does commitment to that look like in the moment that we've designed this vision, the dynamics in the team come to play, you know, who's important who wants to, you know, different personality types, what's it going to take? And now we, we actually have the difficult conversations, right? We have the difficult conversations about what, what decisions have we been delaying that we need to make right now?

Hendre Coetzee ([01:08:04](#)):

What are the obstacles that we need to overcome? And then I would say for me, one of the things that I, I love is creating a sequence. So what did we do first? I think most people work know where they'd like to end up and they know where they are, but building the sequencing between building a structure like, Oh, how am I going to get there? Right. That's the difficulty. And so for me, I kind of bring that point, be closer, helped them design a 90 day plan. It raises the stakes really high. It shows when people are, yeah, they don't want to talk about it or they actually want to get it done. And then we do the work. And you know, I often say, you know, people think that I'm there to relieve the tension because, you know, I'm the, you know, this guy who mediated stuff and I helped deal with hostile situations.

Hendre Coetzee ([01:09:03](#)):

And the truth is what I'm actually there to do is to externalize the tension and, and sometimes even raise it. But you know, a big part of the work is to help people recognize the tension in order to detach from it earlier, you talked about the challenge of setting a boundary and then being passive aggressive. When I set the boundary, the reality is the reason we set a boundary so that the boundary can do the work. And I can detach from, if I do boundary work healthy, then I can get back to neutral. I can say, no, this, this is a boundary. And I get back to, you know, the boundaries is going to do the work nice. I said, no, these are the parameters, the facts, right. I put up a fence around a yard so that I can have peace in the yard, put up a fence around you know, a, a farm knowing that this safety and security in the farm.

Hendre Coetzee ([01:10:05](#)):

So the, the reason for the boundary is to produce a neutrality or safety for myself on the inside. But often what we do is we put up the boundary and stay stuck at the boundary. So I am the fence rather than no, let the fence do the work. Right. And so if I, if I, my work is to reveal in the company where the tension is, and then help people detach from the tension and say, all right, let's take a look at this. Let's take a look at the difficulty with, take a look at the obstacle. Let's take a look at that. And what do you want to bring to it? What do you want to do about it? Let's, let's be attached. You are not the, you are not the obstacle. You are not the you know, the problem in the organization. Let's, let's make a distinction between that and the next they could look at it and then I can get people to that detached,

neutral place. Then they can reframe their commitment to a breakthrough or commitment to something. And and that's where the beauty lies. And we can actually unlock a theme and we can turn things around and, and sometimes make decisions and then move through it.

Warwick Schiller ([01:11:18](#)):

You are you always working with teams or do you do like one-on-one coach?

Hendre Coetzee ([01:11:24](#)):

Geez. Well, I, so my ground rule for myself is I prefer to get paid by the company. That's a good business move for me rather than get paid by individuals. But I do work with individuals inside the company. Now I have over the last 10 years, worked with a number of individuals because you know, they've been referred or there's been relationship or they're strategic folks, or, you know it just made sense because of who they are and what they're doing and what they're up to. So I do work with individuals, but I would say the majority of my work is I work with the CEO or the senior executive and their team. And I help that context building. And, and the idea there is I don't obviously don't take over from the CEO, right? My job is to facilitate work with the individuals around their, what they're up to, and then accelerate the performance. And I usually work six months to a year with a team. And then sometimes they re up or they do something else, but, but often it is it's about building disciplines and capability and skill sets inside the team, and then a mindset. And then often, you know, we're they're good to go,

Warwick Schiller ([01:12:50](#)):

You know, a minute ago, you're talking about the, the the fence thing. And you're also talking about the, the, what the first step is, they know where they are. They know where they want to go. They can't figure out how to get there. And that's almost what I'm I do. Helping people with their horses is they know what the horse is doing wrong. They know where they want to get to, but they're unsure of the steps. And, and that, you know, that's the figuring that out the doing is, is easy. Like the actual physical part, anybody can do it. It's the being able to figure out what's going on? Where do we go from here? Where do we go from there? How do we transfer that into that, into that, into that? So it sounds like executive coaching might be a little bit like horse training. And the other thing I really liked you said was, you've got to set the boundary and step back from it. And that's the same thing with, with horses too. You can't micromanage them and say, this is where I want you to be. You've got to get, to be able to let go. Or as I like to say, in order to control the horse first to have to control yourself.

Hendre Coetzee ([01:13:56](#)):

Yeah. A hundred percent, you know, I think ultimately in coaching and what I do is I, I help people figure it out what the lay of the land is. And then I put a framework in place. And I helped structure dynamic development if you would over time for them to move from point a to point B. And, and again, I often start with point B, right? Where do you want to end up, you know, cause most people like to start at point a. And, and you know, kind of the analogy I use is when you get in a vehicle, you know, and you use the navigation, it asks for the destination. And once you've put in the destination, then it figures out where you are and calculates the route. Right? We also want to put all the bumps on where we are vice talk to somebody you don't understand.

Hendre Coetzee ([01:15:01](#)):

And Jake, these people suck [inaudible] and they want to give me point a and I'm like, I got it. Thank you. Tell me what point D is. And they're like, well, I need to tell you more about point a. I'm gonna slow

down. We'll get to point a tell me what you want to end up. Well, and then I'd give me a very general idea. I said, all right, now let's come back. Give me three months from now. Today is April 1st. So June 1st, right? Or, or July 1st, where do you want to be on Zillow life first? What, what does that look like? And you know, they're like, ah, and I'm like, all right. So remember July summer, it's the first day of summer. The other that, you know, the more specific I make the day, the more they're able to kind of get their heads around it.

Hendre Coetzee ([01:15:48](#)):

And I said, all right, now let's walk back. Where are you now? And that is part of the process of helping people get unstuck from the current reality of the present. You know, because you know, maybe this is a little different in, in horse horse work in what I do, but most people want affirmation. They want me to tell them, you know what you're doing? All right. And, and the reality is sometimes I got to get them hopeful. And then in a masterful and kind generous way, tell them you're doing it wrong. You're suck. So if you keep doing what you've done, you're going to keep having what you've had to. We need to figure out what it is that you really want. And then we need to figure out what you can do differently, because if you want what you've never had, you can do what you've never done. So let's figure out how to get there.

Warwick Schiller ([01:16:45](#)):

You know, when you were talking about that whole starting at the end thing reminded me. I had a, I did a clinic in Florida many years ago, like eight years ago. I guess this guy in the clinic had been, he was an accountant, but he went to college on a golf scholarship. And so he's a really good golfer he's and I said, so are you good enough to be in the PGA? He goes, yeah, I was good enough. But I would be the last guy in the PGA. And the last

Warwick Schiller ([01:17:10](#)):

Guy on the PGA makes a hundred thousand a year, spends 200,000 a year flying around the world, doing it. He's not pulling in what tiger woods pulling in. And I don't, I didn't want to be a hundred thousand dollars in the hole just to be on the PGA tour. That he's I was telling him my son was on the school golf team. And he said, and he tell her, just started with the golf. And he said the best way to learn how to play golf. He started the whole move, the ball six inches back from the hole. And when you can sink a hundred percent of your six inch parts, move back 12 inches and then park from there and get that bit good. And then maybe when you can get where you can sync 80% of your putts from the edge of the green, then you can go to your pitching wedges and you can get off the ground.

Warwick Schiller ([01:17:50](#)):

And then he says, because any, everybody starts with the driver. Well, you whack this big drive. And then you're like 17 Pat, the green, it doesn't help you. He said, anybody can hit the ball far enough down the fairway with a driver. If the neck, if those last clubs, if you can do the last bit really well, it doesn't matter how good you do the first bit. I'm like, well, that's my, yeah, that's my golf experience. I want to whack the ball down there. And then I get it on the green. And then I spent half an hour chasing it around. Cause I won't go on the hole. And I thought that's a really fascinating way of looking at that. It start at the end.

Hendre Coetzee ([01:18:26](#)):

Yeah, absolutely. Starting with the end in mind. And, and you know, I think our challenge, especially like in this last year, when we get difficult, like we, we, we often make the fantastical, like when I get rich or when it all works out or when we return back to normal, that type of fantastical thinking doesn't require any commitment on my end. So I got to create some type of goal or a goal line. That's close enough, like this, like, you know, the golf guys, it start with six inches, then go 12 and then work your way back. Right. But in, in, you know, I work with a private equity company and, you know, ask, well, w you know, w what's the vision here? And they're like, well, we want to exit IPO. I'm like, okay, got it. Well, and I know my conversation is let's bring it back to what do we want to achieve in the next 90 days or six months. Then that frame is a robust enough frame for us to design actions today. And, and that ultimately is ultimately what we do right. Is getting people into doing things right now that will make a difference. And yeah, that's the work

Warwick Schiller ([01:19:43](#)):

Sounds fascinating. You know, I have, normally when my guests, I have these 20 questions that I stole from Tim Ferriss, his tribe of mentors book that I send out, and then I have them choose four to six, and then I kind of weave it into the conversation. I don't think it did that with you. Did I?

Hendre Coetzee ([01:19:58](#)):

Well, you sent me the questions. I didn't choose for Schick certain there. And I'm just pulling them up now because I realize I need to I need to take a look at him again. But you know, why don't you just throw the questions at me and we'll see,

Warwick Schiller ([01:20:13](#)):

I was trying to think of the ones that will, I don't have to ask you the one that every, I have not had a podcast guests not ask this one, this one question, which is, what's your relationship like with fear? And I think I, through this conversation and in our four days together, I think I got a fair idea with that. That's a, so I had mentioned earlier on that you are that one of the wisest human beings I've ever encountered. So one of the questions is if you had a message, one message for the world that you could share that you'd like to be everybody to understand what would that be?

Hendre Coetzee ([01:20:47](#)):

Participation equals value, right? If you, if you want something to be valuable, and if you want your life to count, and if you want the value to be generated, then participate. So many of us and many times in my own life, we get to our life and we are observers of life. It's like we're watching life happen. Social media is a complete tool to make us observers of life happening rather than actually being in it, like rather than participating. And I think if you want to have anything in your life have value, you got to participate in the areas of your life that are not working. You probably have stopped participating and you found a reason, right? We find a reason. We, you know, we got hurt or we you know pass a judgment. So we, then we resist and we withhold out participation and, and something dies because the participation doesn't come. So if you want something to work, if you want your vision to work out your business, to work out your relationship, to work out, if you want, you got to participate in, sometimes it's messy, sometimes it's clear and sometimes it's unclear. But what is very simple is if you want to have that or add value, participate, get it done, engage even if your engagement is to stop, but whatever it is participate,

Warwick Schiller ([01:22:24](#)):

Even if your engagement is to stop, that is an inaction is also an action. Yes. Okay. So here's a question that I think would be really, I think you may have even answered it, but you may have touched on how it's changing. What do you feel your true purpose is?

Hendre Coetzee ([01:22:40](#)):

You know, it's, it's really fascinating because 20 years ago I would have told you, I feel like my job is to find leaders and, and activate them. You know, I I, you know, I'm a fair leader, but there are other folks you just, you know, that they're moving to just right. So I was on the rugby team, but it wasn't the captain, the captain would ask me, what do you think I should do? You know, and I was on the student buddy government, but it wasn't the, like you and I would remember head boys, right? We weren't the senior prefect. Right. And so, but I wrote the speeches. And so I have often in my life played the adviser role, right? I'm the guy who helps people who are the leaders and helps them activate. And then most recently in my life, I realized, and earlier I was always the youngest guy in the room.

Hendre Coetzee ([01:23:38](#)):

Right. I would always be younger than whoever I was working with everything like that. And suddenly over the last five years that has now changed, I am either the peer or the old guy in the room, which sucks profoundly, right? It's like, what just happened? You know, where did my life go? But I do realize that there's still, that core work of me is to help people activate and help leaders activate into who they are. And so if I had a core purpose, it is, is to, in this comes a little bit out of my, my seminary background that I went is to see people, to recognize the gift in them, to call it out and then to empower them, to make that gift a calling and something that they're exercising. And yeah, I would say that's my purpose is to draw out the best in people. Well, you certainly get it from me at the, at the retreat. So let's say you let's say you will on your path. Thanks, man. I appreciate that. What did you want to be as a kid?

Hendre Coetzee ([01:24:54](#)):

A Springbok? Yes, absolutely. Every, every young South African wants to be a spring book, you know, you're basically born and, and then, you know, you're given a, a rugby ball in a, in a barbecue tongs, right. Or what we call bright. Right. They have to learn how to make some meat. You know, I think I went through everything. I went everything from wanting to be a copper to, to being a soldier to later in my life actually wanted to be an actor. You know, that, that was something that was there. You know, I, I had a big desire to make a difference. And I think by the time I was 15, 16, I knew that I wanted to go into the places that other people wouldn't go and, and make a difference, whatever that looked like, whether that was being a missionary or whether that was being a, you know a soldier or whether that was being I, you know, there's a lot of, I didn't know, I, being the ambassador of a country seemed like a cool thing. Right. and I think, you know, a lot of those James Bond kind of ideas, you know, how could I, how could I be that guy? And then, you know did good-bye people, my mother always used to say, just do good by people. And that was that was kinda the thing I wanted to do.

Warwick Schiller ([01:26:30](#)):

You know, there's an interesting duality in there, as you said, you know, I wanted to be a soldier and I was in the student body and I was writing the speeches. You know what I mean? A lot of times people are one or the other, you know, the, the, the intellectual or the athlete sort of thing, or the, you know what I mean? And it seems like you, when you were doing the conflict work, you actually, those were,

those were the two things you were the new or the bad-ass super guy, but you were also, you know, there's, there's a huge intellectual part of that. Not just the physical part of it.

Hendre Coetzee ([01:27:08](#)):

It may have been the the product of the environment. Right. And then South Africa at the time old young male, white males had to go to the army. Right. So being a soldier was going to be inevitable. So you were going to do that no matter what. And then as you're describing that, I realized it actually sounds like my dad, because my dad, I have a picture. My dad was the editor of one of the largest magazines in South Africa, but he also was a soldier because all men were soldiers in South Africa. And so I have a picture of my dad with a typewriter in his army uniform, somewhere in the Bush, Bush in Africa. Right. And I wonder if that picture kind of drove me, I didn't know my dad well, and he died when I was 15. I think maybe I'd romanticize this picture of this bad-ass intellectual somewhere in the Bush, Bush doing good or writing and like that. And, and maybe I still live into that picture. Did I?

Warwick Schiller ([01:28:12](#)):

Well, I'd say that you certainly achieved the bad-ass intellectually and the Bush Bush. Didn't, didn't you tell me that your father wrote a famous book

Hendre Coetzee ([01:28:23](#)):

In South Africa. He wrote a book that had won the president's prize. At the time now the book was written about military stories. It was this, it was a comedic book about military stories on the South African border. The book is no longer in print and would also be considered a partite stuff, even though it was short stories and funny stories. But yeah, he wrote a book and at the time in South Africa, it said it didn't want surprises. There is another writer who has the same, last name, JM could see her, who's won the Pulitzer prize and Booker prize. And he's a very famous, and my last name though, uncommon to other folks is a fairly common South African last name. And so there is a famous writer in the greater farro family, but not my dad,

Warwick Schiller ([01:29:17](#)):

Not you that, yeah, that just, it's funny. This stuff, you remember, you were talking, I'm thinking, what is it you that his father wrote a book? Yeah, I remember that from the, remember that from the retreat. Well, we probably should wrap this up pretty soon. I tell you what, it's been such a fun time, chatting with you again and such an honor to have you here on the podcast and share your story with people,

Hendre Coetzee ([01:29:38](#)):

Stinks work. Thank you for having me. And, and, you know, what's the, to me, the most beautiful thing is this, you know, you, and I've have one of those, what I call anchor points, right? We have shared challenge, shared achievement. We went through some, some really deep personal things together. And, you know, I trust you and, and thank you for the impact that you've had on my life. You're, you're a great friend and an awesome man. Thank you for having me

Warwick Schiller ([01:30:03](#)):

Well yeah, back at you, you are a bad intellectual and the Bush Bush to me. So if people want to know more about you, what you do, that sort of thing, how can they look you up,

Hendre Coetzee ([01:30:16](#)):

You know, from a work perspective? You know, I, I, most of the work that I do is on LinkedIn. So you can just go look at me on LinkedIn. It's you know, LinkedIn board slash Henry D could see it. And then advanced coaching is some of the work that I do and training coaches and training other people in the work that I do. I actually do train people in the methodology and the systems that I use trying to make some of the work that I do multiplied. And then, you know, I, my, my my Instagram was a little more personal, but it's also work. So at Hendry [inaudible] is my my Instagram. And they would find a little bit of my stories and some of the things that are interesting, I'm not a big social media guy. you know, a lot of the work that I do is behind the scenes and it's behind the closed doors. And so, you know, you'll find out just enough, right? And if you, if you, if you care enough and you really want to do it, work it out, you can give me a call. My phone numbers are on there. So

Warwick Schiller ([01:31:20](#)):

Yeah, it really might just be a, you know, a CEO or something out there. Who's thinking of doing something like this at the moment. Anyway. So once again, it's been such a pleasure to talk to you. I, you know, I think you think you were an outstanding human being, and I think you're doing the world a, a great service, just sharing the wisdom that you, you have accumulated through all these fascinating experiences you've had in your life. So thank you so much for your, your partner humankind.

Hendre Coetzee ([01:31:55](#)):

Thanks for it. Thanks for giving me the opportunity to share. I appreciate it, man. Thank you, Kay. And thanks

Warwick Schiller ([01:32:00](#)):

Everybody for listening to this episode of the journey on podcast. Join us next time and hopefully, yeah, we'll have another fascinating guest.

Speaker 4 ([01:32:10](#)):

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