



Karl Burrows

Founder and Managing Director of Hakaworks

Karl is founder and Managing Director of Hakaworks, a London based company which utilises tools from Maori [culture](#) to motivate, inspire and build teams and in doing so help people make deeper connections, build trust and embrace values. He also manages a performance and [education](#) company, Manaia, which he co-founded in 2004.

Karl's biography

About Karl Burrows

Karl believes that authenticity is the essence of [Leadership](#). But authenticity is far from simple because it means a high level of self-awareness, an understanding of how ego impacts our sense of identity and an ability to set ego aside. Being connected to your authentic self means you can respond to the demands and challenges of leadership from a deeper place, more connected to your core values and sense of self. He is a New Zealander of Maori and European descent and utilises tools from his Maori [culture](#) to help people make deeper connections, build trust and embrace values leading to improved team performance. Karl has a corporate background as a lawyer and negotiator, and has an MBA from Cranfield University, but it is the teaching of haka (the pre-match ritual performed by the All Blacks) along with its implicit learnings and deeper meaning that has impacted audiences around the world over the last 15 years.

Presentation

Karl's presentation introduces audiences to the world of rugby and the mystique and power of the All Blacks. He shares how Maori culture, built on values of family, loyalty, humility and respect, has informed and inspired the All Blacks. How does the greatest [sports](#) team in the world consistently stay on top? It's all about culture. Drawing [inspiration](#) from the All Blacks, Maori culture and business Karl's presentation explores

- Authenticity and humility –connecting to place, ancestors and family
- Bravery– knowing your fear, finding the courage to let go, committing to action
- Team / family – tight knit teams mean loyalty, respect and putting team before self
- Purpose– how a compelling purpose galvanizes teams, meaning members will make personal sacrifices for the team

Haka Workshop

Karl, with the option of being joined by a team of haka trainers, additionally teaches haka in an interactive, enjoyable and accessible workshop so participants experience the ideas explored in his presentation:

- Authenticity – haka means setting ego aside, digging deep within, igniting the spirit, sharing that [energy](#) with others.
- Bravery– knowing risks, letting go of fear, taking action, commitment.
- Team / family–unity, loyalty and respect – you're not alone, you're doing it together and supporting one another.
- Purpose– Understanding purpose, channelling personal and collective energy to give shape to purpose.
- Power– experience and express personal and group power through haka.

Karl's talks

- **Unifying Teams**

Team means family – loyalty, respect and putting others before self.

- **Authenticity and humility**

Understanding authenticity, identifying ego, leading from the core authentic self. Humility means staying grounded, even when you are at the top of your game, so you can always find ways to improve.

- **Purpose**

How a compelling purpose galvanizes teams around strategy.

- **Bravery**

Bravery is rewarded – knowing your fear, finding the courage to let go, committing to action, achieving results

- **Ritual of success**

The power of rituals and ritualising your success.