

WE MANAGE
THINGS

WE LEAD
PEOPLE

MANAGING AND LEADING ARE NOT THE SAME THING. BUT HERE'S THE CATCH. THEY ARE EQUALLY IMPORTANT.

Some organisations use the terms 'management' and 'leadership' interchangeably. We don't.

We believe that managing and leading are equally important — but aren't the same thing.

When we're managing, we're using systems, following processes, and monitoring the technical details. We are taking care of 'things'.

When we're leading, we're leading human beings.

That means we're taking people on a journey, sharing the vision, living the values, and we're communicating and giving feedback to make sure everyone is engaged and aligned.

Management is about today. Leadership is about tomorrow.

And at Kestrel, how we lead people is equally as important as how we manage the systems, processes, and technical details that keep our operations running.

Technical management is always an essential part of our role – it ensures we are highly effective operation.

Technical expertise will always be part of our work, but it's our leadership that will unleash opportunity.