



Erik Algreen-Petersen is the director in Artful Punch

[Watch the interview with Erik](#)

Erik Algreen-Petersen: The Artful Punch Method

Artful Punch is about finding the courage to break the barriers and make the choices needed, paving the way for a fulfilled work life. It is about supporting each other in the release of all our competences and resources, so that “the whole can become greater than the sum of its parts.”

My perspective is about our work life, about creating the fully satisfied work life that is available to all of us. Let me tell you a story from the poet Khalil Gibran: a prophet comes to a village and is asked to talk about work. He says: “And what is it to work with love? It is to weave the cloth with threads drawn from your heart, as if your beloved were to wear that cloth”. If you cannot go to work like that, you can sit outside and take handouts, your work is worth nothing. This fulfillment is available to all of us, but a lot of the time we don’t have the courage to do it, and that is what the artful punch is about: it’s about fear and courage. Many of our decisions are fear-based, we make decisions in order to stabilize things, nothing more. But we all want something better – otherwise we wouldn’t be here.

In 2001, I was the CEO of a film company, and it was a rollercoaster ride. I started out believing that I’d be better as a creative director, but I became the CEO, because they said that I would be really good. I bought into that, and all was great, but I didn’t know how to be a CEO. I looked

to others, but it didn’t work. After four and a half years the chairman asked me to have lunch with him, and he told me that they didn’t need my services anymore. I got furious: it was my business card, my family, my life. My son asked me: dad, can they give you the sack more than one time? I realized that I was free, and I went to work the next day and pulled out all the projects that I’ve been really passionate about – projects that I hadn’t had the courage to make, it was ten to twelve projects. I chose four of them and spent all my time on them during the next four months I had left as a CEO. I succeeded with all of them. And if I can do this, we all can.

When something is very important for us and we don’t do it, what is it that is holding us back? The fear of failure is bigger when it’s something that we really want. And now it’s your turn to think about a project that you really want to do!

