

**Recruitment & Training**

## Recruitment &amp; HR

# Career Matrix

## Lessons on leadership

**Kulula.com's Gidon Novick recounts experiences and shares learnings**

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**WHEN GIDON NOVICK** wondered how flying could be made more available to the general public, he probably didn't realise that the move would catapult him into the public eye, with every action scrutinised. Five years later, Kulula.com is doing better than ever and Novick has been promoted to joint MD of Comair. And he is still only in his mid-thirties.

But what has he learnt along the way? Speaking at an event held by The People Business, Novick says there were two lessons that he had to learn to leverage the initial success of the business.

"After the Kulula launch I was constantly in the media eye. And in that situation it was easy to be fooled that it was all about me. But it's not - it's about all of us," he says of his lesson on ego. Secondly he explained that he had learnt much about what leadership really is about, and it's not about leading people. Instead, he says that leadership is about learning and "making excellent leaders of those around you".

*Gidon Novick*

