



Captain Martin Stork

President Norwegian Pilot Group (NPG)

Captain Stork is an active airline pilot (Captain, B737) with more than a decade of experience in the aviation industry. In his function as President of the Norwegian Pilot Group (NPG), he is not only engaged in negotiating collective agreements but also in supporting companies and employees in building organizational cultures across borders.

Captain Stork holds an MBA in Aviation Management. Additionally, he is a certified ICF Business and Human Potential Development Coach, Quality & Safety Auditor, and Risk Assessor & Safety Expert.

Martin's vision is to "bring human values back to business". To achieve this, he is following his mission by supporting organizations in establishing value-based (corporate) cultures, supported by positive psychology principles. He believes in a "bottom-up" approach where he facilitates joint value exploration between management and employees. For Martin, this approach generates a collective "buy-in" across several layers within organizations, compared to the classical "top-down" approach. Martin believes that by placing the focus on employee/people development it is possible to unleash unlimited potential to boost competitive advantage.

In his free time, Martin runs ultra trail races as well as building "a library of awesomeness" covering a wide range of personal and human potential development literature.