

# The good operator

Leon Wurfel, M.AIRAH, is the managing director of BUENO.



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## Responsibilities

Day to day I generally fill the gaps in the company over our engineering and software teams, removing roadblocks and providing guidance to keep things moving. And I have to make sure that the business is commercially successful at the same time as being an industry leader in innovation, and disrupting things and making everyone else uncomfortable.

Mostly though, I am found pestering my patient and wonderful team into exploring various whims that I or our clients believe hold some value in adopting into our service offering when they probably have more important work to do.

## Passions

Continually doing things better, and tuning things up to the maximum. Taking all of the unnecessary, rote steps out of a process and helping people to take things off their “to-do” list while delivering a better outcome at the same time. Automation and improved effectiveness of property operations.

## Finest professional hour

Founding BUENO and finding the investment and infrastructure backing of some significant people in the industry who believed in my view of the world five

to 10 years from now and were prepared to stake their time, energy, money, reputation and resources behind it.

## Important lessons

You are only as good or successful as the team beside you, and that the culture and chemistry of the team is more important than the qualifications and credentials of the members. If you are going to pour your heart into something you want to have a set of people surrounding you who are just as passionate about making the vision a reality. An outcome-focused culture where everyone is aligned and working in the same direction is a beautiful thing.

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## Whom do you most admire?

I’m going to pick three people here: My partner Danielle who puts up with and embraces me for all of my flaws and all of my successes; Dave Asprey who took a chance on me when I started my first business OptimOZ; Airmaster managing director Alistair McDonald, who is my mentor and shepherds BUENO in the right direction.

## Dream sabbatical

I am already living the dream! What do I need a sabbatical for? Seriously though, I would be happy to just spend time being thoughtful at my house in the blue mountains, going bushwalking with my partner and my dog. If it was

really my dream sabbatical you’d have to throw in a bit of mountain biking, some snowboarding, meditation and lying on the beach and I probably wouldn’t need another holiday for five years. But I’d be itching to come back to work after six to eight weeks.

## Favourite book

I am a bit of a self-help junkie, and read pop stuff like *The 4-Hour Workweek* by Timothy Ferriss and *Your Brain at Work* by David Rock, all the way through to books about emotional intelligence for the more hard-core, science-based stuff. I am not good at finding time to read, so it is reserved for maybe one book each time I go on holidays – not much in other words.

## Favourite film

I am a massive nerd, and I am a sucker for martial arts and horror movies. Old-school Jet li – *Fist of Legend* – and Jackie Chan – *Drunken Master 2* – and for a newer one *The Raid: Redemption* tick the boxes from a martial arts perspective. For horror movies some of my favourites are *Let the Right One In* and any *Evil Dead* movie. Honestly the cheesier the better.

## Favourite website

[www.optimoz.com.au](http://www.optimoz.com.au)

## Define success

Success is getting up in the morning and looking forward to all the problems that you’re going to solve in the day ahead.

## What does AIRAH membership mean to you?

Being an AIRAH member exposes me to the many other facets of our industry that I am not involved with on a day to day basis. It’s fantastic to go along to conferences, read *Ecolibrium* and hear about all of the successes that are being had in the many other sub-sectors and disciplines. Exposure to cross-disciplinary innovation is something that I value highly. ■