Hendrik talks like an Afrikaner. He communicates reflectively and with confidence.

He likes using the following phrases:

- A perfect storm
- Hit the nail on the head
- Live and learn
- Once in a blue moon
- The best thing since sliced bread
- A snowball effect
- Fortune favours the bold

He takes inspiration from the following philosophers:

- Friedrich Nietzsche his philosophy of 'the will to power'
- Martin Heidegger his 'dasein' philosophy of alWays being in the world
- Herbert Marcuse specifically his synthesis of psychology and political philosophy in 'Eros and Civilization'