

Lead with your life

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Welcome to this seminar in the Personal leadership development in the Business Coaching Programme. My name is Torgny Veibäck. I will talk about the how important your personal life is for your leadership.

Your example matters

“Whoever eats, eats for the Lord, since he gives thanks to God; and whoever does not eat, it is for the Lord that he does not eat it, and he gives thanks to God. For none of us lives for himself, and no one dies for himself. If we live, we live for the Lord; and if we die, we die for the Lord. Therefore, whether we live or die, we belong to the Lord.”

(Rom 14:6-8)



Lead with your life!

There was a dispute about what kind of food you may eat as Christian. Former Jews were offended by others eating non-kosher food. Paul is saying that even if you are free to eat anything your acting make an important impact on your fellow men around. Don't offend or mislead them by your lifestyle.

Be aware of which impression your life make on others. Your customers will judge you – and your business – after how you live and behave. Your employees will follow your behaviour as a model for them. **You know that children doesn't do what you tell them – they do as you do. The same applies to your employees.**

So – Don't lead people astray by a luxurious life stile, driving big cars, imposing homes and beware of all forms of corruption in business. The opposite righteousness ought to be your image. Do you want your employees to be economical, diligent, accurate, honest, cheerful you will have to act in the same way yourself. God expect of you that you help people, by your lifestyle, to live in a righteous way.

Ethical values

Personal
leadership
development

Individual Ethical values

Business Code of conduct



- Act as manager
- Among colleagues
- Towards customers and suppliers
- Towards government
- The environment

As a Christian person you will have high ethical ambitions. Make your ambitions clear for yourself. Set the rib. And of cause, keep to your values and you will be a good model for your employees! Leading with your life.

I recommend that you also make the rules in business clear for your staff so they know what is expected of them. You need to discuss the specific rules with your staff agreeing on a **Code of conduct** in your business. That may include rules how you act as manager, among colleagues, towards customers and suppliers, towards government and also how you treat the environment.

IKEA has an “IKEA University” which all mangers world wide has to study at and in the end sign a code of conduct. Only if everyone understand why and how they have to behave according to the set standard, they will respect the rules and understand how to behave flexible in different situations.

IKEA as an example



“No method is more efficient than setting an example”

(Ingvar Kamrad in “The IKEA Way” 1976)

“Being a good example is the leaders best means of control”

(Ingvar Kamrad in “The IKEA Way” 1976)

“Honesty may be the most powerful mean of communication”

(Ingvar Kamrad in “The IKEA Way” 1976)

“Humbleness is paying respect to your employees and customers”

(Ingvar Kamrad in “The IKEA Way” 1976)

I will tell you about young poor boy in the south of Sweden, Ingvar Kamrad. He founded a small business 1943 when he was 17 years old, importing pencils, watches and socks and cycling around selling them to the nearby hardware stores. Bureaucracy around the imports made him to sell locally made simple furniture instead. When the business grow more established furniture resellers tried to force him out of market by their large resources and contacts. But with his business philosophy he managed to compete well the giants. When he died 2018 IKEA was the world leading furniture retailer and still is, as you all know.

He managed the company by “Value based leadership” and enforced strong ethical values among all managers. At the “IKEA University” I told about, all managers were trained in “The IKEA Way”. Reconsider these prowords from The IKEA Way.

All managers had to sign the code of conduct, including to live your life as the normal IKEA customers – “the simple man”. Otherwise you wouldn’t understand your customers need and preferences. Ingvar Kamrad himself, although a billionaire, lived a simple life in a normal house, driving a normal Volvo, flying in economy class and 2nd class at the trains. He became a very appreciated and loved manager and made a huge impact not only to the employees but also to millions of customers. His legacy is still very much alive among the 170 000 employees world wide today.

Be truthful and humble!



**Show your weaknesses!
Delegate!**

None is perfect. You may have a bad day, shouting at someone among your staff or misbehave in some way. But you will be pardoned if you ask for forgiveness, at least if it is not your normal daily behaviour.

Be truthful. Never try to hide your mistakes – you will lose your credibility and it will lead to an untruthful culture in the company. When you act in contradiction with your own ethical rules, humble yourself openly and tell you are sorry.

And don't think you know the best in all areas – delegate to those who may do the job better than you. Praise them in a humble way, without exaggerations. They will be happy and all others as well. They will see that it is not just you that matters. Win – win.

Be open with your weaknesses. Ask for help. Your employees will happily help you. And then they will dare to ask for help themselves when needed. The business will in that way avoid costly mistakes.

None is perfect

- Noa had alcohol problems (as Ingvar Kamprad)
- Isak was a lacy daydreamer
- Jacob was a liar
- Gideon was afraid
- David was a murderer
- Jonah run away from God
- Maria and Joseph lost their 12 year old child
- Peter denied Jesus
- Paul was hot-tempered

They became great leaders anyway

Invar Kamprad was not a perfect man. He was accused to have nazi sympathies during the 1930s, at least by his competitors. He never denied this but told it was in early imprudence. He had for a time alcohol problems but got saved from it.

None is perfect!

Story telling



Do you now remember the story about the young poor boy who created a world wide multi-billion business from nothing?

Which other business-person's stories do you remember?

"Story telling" is a powerful marketing method.



What is your story about?

Everyone loves stories. That's why we spend hours with TV-series and -dramas, films and are reading novels. It helps us to understand ourself, our environment and the meaning of life. The Bible is full of stories telling us what life is about. Stories also help to give a meaning around a business. The IKEA story is a great example where they, very intentional, are building up a story not just about a marvellous entrepreneur, but also about the special managing philosophy. They even have created an IKEA museum in Sweden telling the IKEA-story in very convincing way.

A good story around you as a person and your business will give your goodwill. The customers will get a sense of pleasance when buying from you. You create loyal customers who will return buying more and tell others (as I do now). In that way you will help your customers to tell others about the good business of yours – actually with a kind of proudness. And that not only creates loyal customers but also loyal and proud employees with great team feeling.

So, what is your story about? Is it something connected with your personal background, a strength, a weakness, an experience of calling or what the Lord has done for you – saving you from drugs or something else? Has it with your faith or philosophy to do? Or something around your business idea, leadership, treatment of staff, production methods? Or perhaps your concern for the climate, environment, society, church, mission, family...

Coaching questions

- **Remember some situation when your acting made an impact on some other person. What in yourself made an impact on him?**
- **What in your personality make your staff trusting and respecting you? How can you train/develop these further?**
- **Name a weakness of yours. How can you turn it to something positive?**
- **Which are the key factors that you may create your personal story from?**

Talk with your coach about these questions. Or with some of your friends. Someone that may help you to find your unique story. God bless you in “Leading by your Christian life”