



# Business Leadership Group

Richard Flaig | Nurturing a Company for Christ | 1of2

Richard Flaig culminated his 35 year career at Coca-Cola as VP of Marketing. During that time, Coke’s brand began as one of many beverage options in the USA, finishing as one of the world’s most recognized brands. He launched this segment by assigning homework that will be due as the next segment ends. He asks 2 defining questions: [In terms of your business] **What are the three things that you hold most dear? What are the three things that you would stake your business on?**[record your first thoughts below & discuss with your group]

1.

2.

3.

Richard refers to Horst Shulze’s [founding President, Ritz-Carlton] emphasis on building company loyalty among your customers. In his model, building capacity to respond to customer problems on the first contact is absolutely vital to establishing and maintaining loyalty. What processes do you have in place to immediately resolve customer problems and to follow up, if necessary?

Richard refers to three well known companies that built their brands on three areas of focus: Operational Excellence—Amazon, Product Leadership—Apple and Customer Intimacy—Ritz-Carlton. Which area of focus is most fundamental to your company? [explain why & discuss after reviewing Richard’s second PowerPoint slide on the following page]

Select the item above that would make the most impact or warrants immediate attention and answer the following questions:

1. Should I apply this concept or practice to my business or personal life?
2. Can I commit to a schedule to implement this application? [explain and discuss with the group, if necessary]

Comment:



Development Objectives:

For as he thinks in his heart, so is he. Proverbs 32:7a NKJV

Life, Leadership, Excellence, Kingdom

## Know Thy Customer...

- Identify your most profitable customers
- Turn every customer interaction into an opportunity
- Build the capability to solve issues on the first contact
- Follow your best customers across channels
- Do whatever is reasonable to resolve a problem

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Winning Business Strategy	Operational Excellence	Product Leadership	Customer Intimacy
Process	No hassle distribution system	Innovation pipeline	"Be the Customer"
Structure	Strong central decision rights	Loose knit ever changing	Empowerment and Flexibility
Culture	Continuous Improvement	Risk taking is rewarded	Adapting and Accommodating
	Amazon	Apple	Ritz-Carlton

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## Your Value System Drives the Strategy

- Communicates what is important
- Determines priorities
- Influences behavior
- Inspires action
- Shapes the culture
- Contributes to your success

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*“The only real competitive advantage that any business has is their knowledge of their workers— your competition can not copy that.”*

Richard identifies 3 values that a Christian ministry expresses to define their culture: Faith, Character and Leadership. Note that those values are not expressed in *Christianese*, though the concepts behind them are blatantly Biblical. Besides the fact that the meaning of Christian terms can vary within various camps of the faith, those same terms can be even more confusing to non-believers. As you move closer to reviewing your values statement homework, survey your group’s thoughts on values formation.

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Richard co-led a study that determined the values most esteemed by business leaders in determining their most trusted counsel: *heartfelt conviction, compassionate empathy and integrity*. Secular business leaders often prioritize competency over the other values. When you consider, *What would Jesus do? how should competency of your counsel rank in priority?*

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Richard closes out the session with an encouragement to match your leadership to the readiness of the individuals on your team. The concept of readiness for a Christian leader must incorporate both competency and character. Many businesses do an OK job of preparing employees with product knowledge and training in core competencies; yet do very little character training. Are you stronger in competency or character training? Which is most important? [share your group appropriate]

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Call to Action: Circle back to your values statements from the last session, review and update, if needed. Consider a prayerful, ongoing season to refine, model and train them.

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