

The ETEX unbossing story: The personal journey of its CEO

Key insights from the Hifluence Unbossing Podcast
with Paul Van Oyen, CEO at ETEX



6 Pieces of advice From an unbossed CEO On a mission



Advice for leaders that want to unboss:

Letting go of command is easy,

letting go of the control is difficult,

It requires deep trust,

Before you can trust others, you need to trust yourself,

Before trusting yourself, be faithful to your own beliefs,

These must be clear to you!



1 Insight For a Personal Breakthrough



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Ten years ago I would say, from the 10 things that I have to decide every day, maybe I should only decide five. Seven years ago, I would say that from the ten things that I have to decide, maybe there is only one I must decide, and then I would concentrate my day on finding out which is one that was.

Paul Van Oyen

It is not about me.
My life is not about me,
The world is not about me,
The company is not about me

It is about the others!

Because without the others,
There is no victory



THIS IS IMPORTANT !

Invite people around the COMPANY PURPOSE,

Help them find THEIR OWN PURPOSE, and

Encourage people to live a MEANINGFUL LIFE



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*If you think you have a purpose,
then check, because millions of people
should be interested!*

Paul Van Oyen

Key transformation challenge: Facing the Permafrost



Permafrost is the layer in the organization where apparently the messages do not go through.

Melting the ice was easier bottom-up than to-down.

Holes in the permafrost started to emerge from the bottom, not the top.

You must go **deep** into the communication



One Etex

Together reinventing
the company, the processes, the organization
... and it is just fantastic



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For one year we have been running this company without a budget. The people themselves concluded that for better finance, they would like to work without a budget. That was like a nuclear bomb.

Paul Van Oyen

Hifluence is giving back !

Invite Hifluence to your **Executive Team Meeting** or one of your **Leadership Team off-sites** for your own **Unbossing Inspiration Session**, so you too can start your own truly life-changing journey.

“A fascinating tale about the joys and pains of letting go of command & control and unleashing the full passion and potential of your team”

Learn from the unbossing transformation of Thomas Hubbuch, former CEO of of Tiense Suiker / Raffinerie Tirlémontoise, in dialogue with Nick, the founder of Hifluence, who brings in many insights and learnings of working with CEOs and executive teams who made it their mission to unboss and unleash the potential of their people.

Contact: nick.vanlangendonck@hifluence.eu or thomas.hubbuch@hifluence.eu!

The only thing we ask of you is **60 minutes** of your time, a lot of enthusiasm and questions!

The session is delivered virtually, so a perfect ‘**pause and reflect**’ moment for you and your team!

You too can start unbossing your organization and become more productive, innovative and daring. Get inspired and make this your top priority!

E-mail us !

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