

Leading by purpose, the amazing story of an engineering company CEO

Key insights from the Hifluence Unbossing Podcast with Ank De Wilde, Co-Founder & CEO of Absolem

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WISDOMS FROM ANK'S PERSONAL JOURNEY AS A SELF-AWARE & PURPOSE DRIVEN CEO



5 Wisdoms of a purpose driven CEO

1. When purpose is in your DNA, you can't deny it, work with it
2. The personal purpose needs to fuel the company purpose
3. Purpose keeps you going on the road to somewhere better
4. It is about the search for something bigger than ourselves
5. Work with the conviction that there is no human doing without human being



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We are all human beings, not human doings, so inviting people with their whole self to the company was something we intended from the beginning and that is where it all started.

It is about going into contact with another human being and starting the journey from there.

It is about working towards a shared goal and talking about who you are and who I am, and where we are going together.

Ank De Wilde

LEADING FROM THE 'NOT KNOWING'



5 more wisdoms, a self-aware CEO:

1. Doesn't tell people what to do, but invites them into the conversation
2. Likes to ask questions and discover
3. Shares all his/her vulnerabilities
4. Listens and deeply cares
5. Seeks to grow every day, realizing it is always unfinished

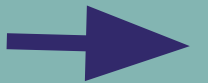


HOW DID ANK BUILD PURPOSE INTO THE COMPANY ?



She didn't, it was already there! They found it and made it part of who they are:

- It is integrated into the strategic ambitions
- The purpose is in their goal setting.
- It determines how they organize and structure the work
- It is in the way they have conversations with each other
- ... and they also focus on bigger goals for the good of society, and everyone understands!



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Building a human centric company is not only about bringing in purpose, but more about bringing in the value of the 'U' and the 'I' and the strong 'US'.

Ank De Wilde

**PEOPLE COME AS THEY ARE, THERE IS
JUST NO OTHER WAY !**

When we talk about bringing your whole self to work, you cannot set boundaries and start excluding things ...



Being whole and totally inclusive

- Building a purpose driven company is never the same for everybody as we are all unique human beings.
- It is about the new leadership, the new way of thinking, it is also about adding softness and a feminine perspective.
- it is not about going away from something, it is about taking the good things from the old system and adding another layer.



We invite people to bring their feelings, emotions and their needs, excluding them is like taking out their compass.

**THAT IS WHERE THE HEART OF CREATIVITY,
INNOVATION AND TRANSFORMATION IS !**

Building a human centric organization requires new skills which we need to teach and also master ourselves



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Making a change is not easy, transformation is tough.

No shine without friction

When it is tough, I ask myself how can I grow?

It is about self-reflection. What does it challenge within me?

What is my learning process?

For me it is really about going inwards and finding peace in the hardship, because it is a part of it and that is also OK.

Ank De Wilde

Working towards a purpose is also:

... Hard work, a lot of rumble, difficult conversations,
it is a long road to a goal far ahead.

Some will embrace it, others will not, and that is ok!

It a path filled with roadblocks.

... and still, it is this same journey that will help you grow as a
human being. It is a path of learning and self-discovery.



THE BIGGEST MISTAKE TO MAKE ?

When you feel the call
and don't act !



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*When you feel the call, start acting on it
and work your way through.*

Do not be afraid, do not be scared!

It is never finished and that is where the joy is!

Ank De Wilde

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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