



The Virgin Way by
Richard Branson
presentation

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Richard Branson

26th richest person in the world

Owner of Virgin - Has never read a book on leadership in his life

- ▣ Dyslexia & "borderline ADD"
- ▣ Dropped school at 16
- ▣ Learn from experience

"Don't enjoy it? Don't do it!"



Top advices &
lessons

The image shows a piece of white paper with a vertical crease down the center. The text 'Top advices & lessons' is written in a green, cursive font. The word 'advices' is circled with a green line. Two dashed green arrows point towards the top of the circle. The word 'lessons' is underlined with two parallel green lines.

Learn leadership from your environment

His mother was tenacious. When people was telling her it won't work, she did it anyway and prove them wrong most of the time.

“Any outward displays of anger or rudeness never serve any useful purpose.”

"the oldest and wisest block can pick up a lot from the most junior of chips."



Give second chances

There are tremendous upsides to a more conciliatory approach to life and business.

Virgin's employee example.

Involved with the charity Work Chances since 2007 which places female ex-prisoners in his companies.

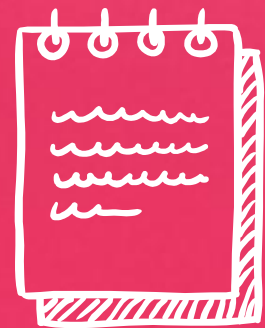


Talk less, listen more and take notes

“If more of us could ‘enlist’ the art of remaining ‘silent’ in order to ‘listen’ we would, dramatically improve our ability to learn.”

Listen + take notes = immediate benefits.

Example of Stelios Haji-Ioannou.



Listen to your people & be accessible

Speak *with* rather than *at* your people and visit them in their 'natural habitat'.

→ Get a proper view on what is going on in the company.

“Help to build the kind of stand-out corporate culture that differentiates a merely good company from a truly great one.”



Customers & their experience are important

Play the role of a consumer of your own company's goods and services.

→ Check the image you send and see improvements possible.

Set atypical incentives to earn loyal customers.
Example of Branson with Virgin Airline passengers.



WHAT IS A GOOD LEADER ?

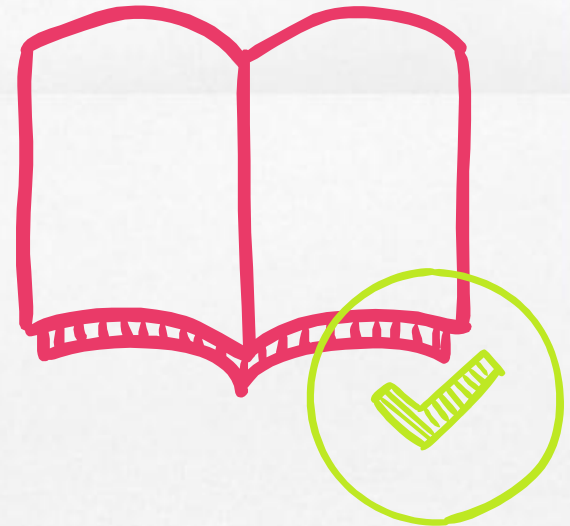
- ▣ Vision, creativity and ability to influence to follow and support them in the organisation's challenges
- ▣ Taking the venture forward and finding viable new avenues for the business
- ▣ Differentiate 'delegation' and 'relegation'

Counter example: Kodak.



The Book

- ❑ Easy to read: lot of example from his life or from well-known brands
- ❑ Interesting content and clearly explained
- ❑ Well structured in 4 parts: Listen, Learn, Laugh, Lead
- ❑ Highly recommend it !





Thanks!