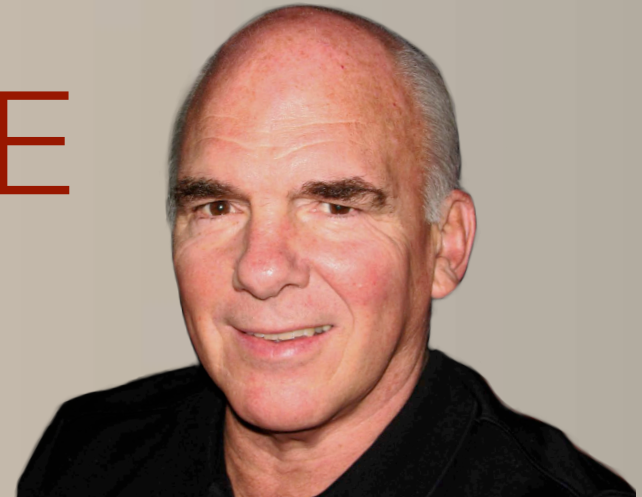


Timeless
leadership
values from
the cottage
to the
corporation

BACK TO THE COTTAGE

Preface
by John Sipple



In the 1960's, management thought-leaders described the transformation and operational improvement of large Industrial Age organizations with terms like *socio-technical systems*, *team systems*, *high performance work systems*, and *total quality management*. Reading breathless accounts of increased productivity and morale, young businesspeople might have imagined these were new-to-the-world attempts at engaging workers in greater participation in their organizations.

I had the wonderful advantage of working in a Fortune 500 company as

it migrated from top-down management to full integration. I also had the advantage of growing up in a Cottage business, so I knew none of this was especially new. What I saw at work inside Procter and Gamble was an admirable, often skillful, reapplication of time-tested ideas from the Cottage.

In addition to my early training in family business and my experience at experience at P&G, I was on an intellectual and spiritual quest to trace the threads of *business*, *leadership* and

I was on an intellectual and spiritual quest to trace the threads of *business*, *leadership* and *work* in the ancient biblical narratives

work in the ancient biblical narratives. The further I went in these parallel journeys, the more I identified three significant truths:

1. There are a few core values that human beings really connect with; when leaders pay attention to these, they establish an



excellent foundation for building capability in their organizations.

2. There are many more leaders in any organization than most people realize; when they all get on the same page – sharing the same core values and objectives – capacity is created that outstrips the imagination.

3. Business leaders have an interesting way of confusing or ignoring simple truths when faced with what they consider to be more important – or at least pressing – issues and opportunities.

There was time when every private business endeavor was a Cottage industry – in much of the world this remains the case. National and global corporations have a great deal to learn from the Cottage (certainly more to learn than they have to teach at this point).

Back to the Cottage is the story of my odyssey from the Cottage to the corporation, and how I've relied on

the values and principles I learned in the Cottage business of my youth. I hope my tale sparks business leaders to test those values and principles and create big success by paying attention to small things.

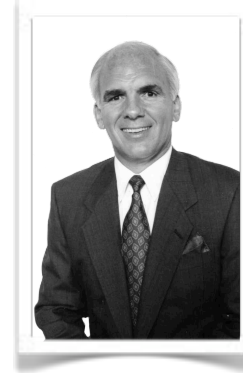
About the Author

Contributing author John L. Sipple is the President of the Business Resource Network, a management consulting firm that specializes in executive coaching and leadership development. Since founding the Business Resource Network in 1996, John has worked with management teams ranging from entrepreneurial start-ups to Fortune 500 corporations.

John has over 30 years experience in corporate management, at both Dupont and Procter & Gamble. He held numerous management positions, and was responsible for the turnaround and success of several P&G manufacturing facilities in the United States, Canada and Germany. In his

professional career, John was involved in over 20 successful organizational start-ups or change processes, and is an expert in change management strategies.

John and his wife Kathie have three married daughters, and eight grandchildren. They live in Fayetteville, Georgia (Atlanta) and are very active in a number of volunteer activities including The Navigators, for which John serves as associate staff, and Global Commerce Network, for which John is a board member.



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