



## Jesus CEO

Using Ancient Wisdom for Visionary Leadership

by Laurie Beth Jones  
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### Focus

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### Take-Aways

- Jesus had the three strengths essential in a successful leader: self-mastery, action, and relationships.
- The Alpha management style is based on the masculine, authoritative use of power.
- The Beta management style is based on the feminine, cooperative use of power.
- Jesus used what can be termed the Omega management style, which incorporates and enhances the best from both styles.
- He stuck to his mission, was passionate about his work, and did things creatively.
- He believed in his own abilities and the abilities of his staff.
- He supported his staff members and gave them respect, love, and authority.
- He supported women in leadership roles and provided them with many opportunities.
- He treated all people equally, no matter who they were or what their station in life.

### Rating (10 is best)

Overall	Applicability	Innovation	Style
<b>8</b>	<b>7</b>	<b>8</b>	<b>9</b>

## Review

### Jesus CEO

Laurie Beth Jones zeroes in on the qualities that made Jesus a successful leader, one of the most respected and beloved in human history. This book introduces you to Jesus, the executive, not Jesus, the religious messiah. The book is not written as a Christian guide to leadership. In fact, it isn't written as a continuous narrative at all. Jones offers many sayings based on Jesus' biblical teachings and the qualities he demonstrated. She poses each saying or quotation as a separate lesson accompanied a couple of pages of description and interesting examples. A widely praised, national best seller, this book is engaging, delightfully written, detailed yet concise, and witty. It presents what amounts to a very fleshed-out list of leadership attributes. *getAbstract.com* recommends this book to managers and leaders, regardless of their religion or cultural identity.

## Abstract

### Omega Management

The Alpha management style is based on the masculine, authoritative use of power. The Beta management style is based on the feminine, cooperative use of power. Jesus used what can be termed the Omega management style, which incorporates and enhances them both, taking their strengths but not their weaknesses. Jesus' successful leadership and management practices stemmed from the principles that guided his life and teachings. These are very simple principles, which emphasize personal and professional qualities, not religious or cultural beliefs. Thus, they transcend all artificial barriers put up by individuals, groups, or nations.

Jesus had three kinds of leadership strengths. Excelling in all three of these is essential to success in management and leadership:

1. Self-mastery
2. Action
3. Relationships

By looking at Jesus' teachings, actions, and words, you can learn the Omega management style as evidenced in these three types of leadership abilities.

### Strength of Self-Mastery

Until a leader knows exactly who he is, he cannot be effective. Often, you discover who you really are when you are tested, which reveals your values and strengths, as well as your weaknesses. Jesus discovered who he was and the gifts he possessed — in short, what he had to offer as a leader. He never spoke disparagingly of himself, only lovingly and positively. He became the man he so confidently described.

Jesus knew who his boss was and he kept in touch with him every day. Because your boss knows more than you do about your company's plans and what is really going on behind the scenes, he or she can provide an aerial view that will guide you clearly down your path. You must know where you are going, though not in the literal sense. You must know your mission. Jesus knew his mission and he stuck to it. Although he had many opportunities to use his talents for other purposes, he always declined and only used them to further his mission.

"A leader who is not passionately committed to the cause will not draw much commitment from others."

"If you have not been tested by fire, you do not know who you are. And if you do not know who you are, you cannot be a leader."

“Leaders must have not only vision and communication skills, but also tremendous personal resolve.”

“Small groups of people led by innovative leaders and managers make up the strength and hope of this nation.”

“The world is crying out for leaders whose goals are to build up, not to tear down; to nurture, not to exploit; to undergird and enhance, rather than to dominate.”

“Words have power. And Jesus always spoke loving, powerful, and confident words about himself. People who succeed speak well of themselves to themselves.”

Jesus possessed one of the highest levels of confidence in recorded history (just be careful if your boss thinks he’s a deity, too). And belief in one’s self is crucial in leadership because, “A house divided against itself cannot stand.” Like every great leader, Jesus did not seek approval from external forces, or from other people. He demonstrated that an effective Omega leader has backbone and doesn’t let the issue of approval from others affect his mission. Jesus was so clear about his mission that he was able to avoid many potential energy leaks. He wouldn’t engage in meaningless debates and arguments, and only shared his ideas with those who were open to them. He counseled others to do the same, and said, “You should not cast your pearls before swine.”

A great leader does the difficult things that his mission requires. Jesus made that a major focus. As someone who had the strength of self-mastery, he owned his power and knew what he was capable of doing.

With exemplary self-mastery:

- He did not waste his time or energy judging others. Jesus knew that judging others halts progress.
- He expressed his emotions and helped others do the same.
- He didn’t care if others thought that his actions looked foolish.
- He did not kick the donkey: “When the donkey you are riding suddenly refuses to move, don’t kick it. It may be a blessing in disguise. Get off the donkey.”
- He was passionately committed to his mission and, therefore, was able to draw commitment from others.
- He was dedicated to noble causes.
- He saw that love was in control of his plan.
- In the midst of turmoil, he knew that a higher purpose guided his mission.
- When Jesus was afraid, he talked about his fears to his staff, worked through them, and didn’t let fear halt his mission.
- He was keenly aware of his resources. Jesus had the ability to create what he needed from something else that was already there.
- He felt a sense of destiny. Like Jesus, you may not know every detail of your journey, but your sense of destiny and purpose will help you get there.
- He prized the seed rather than the bouquet.
- He did not despise the little things. He took care of doing the little things, not just the big things.

### **Strength of Action**

An Omega leader puts a premium on action. Jesus saw everything as alive, and with this perspective, difficult things became easier to do. He viewed everything as fluid and changeable. Jesus created new ways of thinking and put actions behind his words and ideas. This action was not random, however. Like all good leaders, Jesus had a plan and he also knew how to implement it, how to inspire and how to delegate.

Jesus did not just put his message out in his immediate surroundings, he branched out.

“Even though he was a teacher, he refused to engage in meaningless debates with people who wanted not to learn but to argue.”

“Judgment halts progress.”

“Jesus expressed himself and helped others do the same.”

“Jesus knew that the best way to conquer fear was to face forward.”

And, like a true leader, he wasn't quiet about it. He was bold and stuck his neck out. He kept his message simple. He was a very effective communicator and his ideas motivated others. He didn't lead from behind closed doors; he was visible, and not afraid to stand out in a crowd.

Despite betrayals, Jesus knew that no one could ruin his plans and he practiced the WOWSE concept: he was committed to his mission With Or Without Someone Else supporting him. He took one step at a time, knowing that trying to do everything at once only leads to confusion or paralysis. He fostered a unity of purpose among his “staff members,” and told them, “Go now, and teach as you've been taught, and demonstrate what you have learned.” He was always patient with his lessons, and did not mind repeating his message when necessary to be sure that people understood.

He did not just love his staff and those who followed him. He loved everyone, and saw the best in all people. Even when things looked darkest, he did not place blame on anyone, not even his enemies. Instead, he was unfailing optimistic about human nature. He also assumed that everyone else saw other people in the same positive light. He gave the best of himself in every situation, as only the best leaders do. Not content with the status quo, he made changes, often saying, “It has been written...but I say...”

He took other innovative actions, too, including:

- He changed the unit of measurement. He believed that using money as the only unit of measurement — how we measure success, progress, and ourselves — is the root of all evil.
- He troubled himself on behalf of other people. He knew that serving others is essential to good leadership.
- He trained his replacements. He was emotionally secure enough to train those who would help lead after him.
- Whether things were going well or badly, Jesus never asked “Why me?” He asked, “Why not me?”
- He knew that when you have done everything you can, it's time to go or let it go.
- He rose above it all. He was committed to doing good things and he was delightful to work with and always levelheaded.
- He was a turnaround specialist. In almost every situation he was in, his job was to turn things around, improve them, and reverse bad situations.
- He knew he was not alone: He felt connected to something larger than himself.

### **Strength of Relationships**

As a leader, Jesus gave people a vision of something larger than themselves, leading people to greatness and higher purpose. Most importantly, he focused on others without any prejudice. He was encouraging, saying “yes” freely. He always asked his staff members what they were thinking and asked the people in front of him what they wanted, remaining open to everyone's ideas. At a time when this was just not done, he empowered women, recruited them, trusted them, and gave them primary responsibilities and leadership roles. He had no hidden agenda and nothing to hide.

Jesus believed in his staff and helped set their greatness free. He deeply respected

“Negative information is free. Positive information you have to search for, or better yet - create.”

“Leaders must share information and the subsequent authority that goes with it.”

those who worked with him. He clearly defined their work-related benefits, never held a grudge, treated them as equals, educated them, and informed them first about everything. Although he held people accountable, he never blamed. He strengthened his team by spending quality time with them, and lots of it. He set an example for his team and others by his actions. He contemplated the well-being of his staff and was in touch with the things his staff held most dear. He praised his staff and showed appreciation in public and in private.

He not only inspired people, he got them to sign on with him. He was protective and sensitive to the needs of the overlooked. “Zacchaeus, come down from that tree,” Jesus said. “I want to have dinner at your house tonight.” This simple request gave Zacchaeus a big boost in his public reputation. He had felt insecure because he was so short; he had to climb up in a tree to see Jesus.

Furthermore, in relationships:

- He kept urging people on and cheered their efforts.
- He had compassion for the crowds. He wanted his staff and others to know how important they were to the world.
- He served others. What separates a leader from a glory-seeker is serving others.
- He loved his staff, told them so, and showed them so.
- He defended his staff publicly.
- He gave his staff the authority to do what he had delegated to them.
- He bonded with his staff by socializing with them and knowing them as people, not just as staffers. He played with them.
- He harbored good will. He was not petty and wanted the best for his staffers and others.
- He wanted to take everyone to the top. He wanted success for everyone around him.
- He loved his people to the end. He never burned any bridges with his staff or others.
- He saw his staff as his greatest accomplishment. He was proud of them, and made sure they knew.
- He knew that nobody wins until we all do. Jesus had the attitude that “we’re all in this together.”

## About The Author

Laurie Beth Jones is president and founder of the Jones Group, an advertising, marketing, and business development firm based in Encinada, California. She implements the Omega Management principles in her work with businesses and other clients.

## Buzz-Words

Omega management / Self-mastery / Turnaround specialist / WOWSE concept