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# GROWTH POINTS

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## Turnaround Principles

Alan Mulally is considered the greatest business turnaround leader of all time. He engineered the remarkable revival of Ford Motor Company during one of the most challenging periods in its history.

Here's an exploration of Mulally's turnaround principles. As you read them, consider how they might be employed in your own ministry situation.

### 1. Set the Course

Mulally's turnaround at Ford began with a clear and compelling vision. Key elements included:

- **One Ford Plan:** He united all operations under a single, cohesive strategy.
- **Clarity and Focus:** He simplified the vision to ensure every employee understood the company's goals.
- **Long-Term Perspective:** He balanced immediate needs with long-term objectives.

### 2. Build Trust

A cornerstone of Mulally's leadership was his commitment to transparency. This was achieved through:

- **Regular Communication:** He held weekly Business Plan Review (BPR)

meetings to openly discuss progress, challenges, and solutions.

- **Honesty and Integrity:** He fostered a culture where honesty was valued.
- **Data-Driven Decisions:** He based decisions on up-to-date information.

### 3. Empower the Team

Mulally emphasized the importance of teamwork and collaboration. His approach involved:

- **Inclusive Leadership:** He involved all levels of the organization in decision-making processes.
- **Cross-Functional Teams:** He broke down silos and encouraged collaboration across departments.
- **Recognition and Celebration:** He acknowledged and celebrated team achievements to boost morale.

### 4. Deliver Value

Understanding and meeting needs was central to Mulally's strategy. This focus included:

- **Customer-Centric Approach:** He design products and services that genuinely met people's needs.
- **Continuous Improvement:** He solicited and acted on feedback to enhance the customer experience.
- **Brand Loyalty:** He strengthened the brand by delivering quality and value.

## 5. Streamline Processes

Mulally's turnaround success was driven by a focus on operational efficiency. Key practices included:

- **Simplification:** He reduced complexity by streamlining product lines and eliminating redundant processes.
- **Lean Management:** He minimized waste and maximized productivity.
- **Strategic Investment:** He allocated resources to high-impact areas that drove growth and innovation.

## 6. Embrace Challenges

Mulally's resilience and positive mindset were crucial in navigating Ford through tough times. He practiced:

- **Optimism and Positivity:** He maintained a positive outlook and encouraged resilience and optimism.
- **Adaptability:** He was flexible and ready to pivot strategies in response to unforeseen challenges.
- **Perseverance:** He demonstrated unwavering determination and commitment to overcoming obstacles.

## 7. Set High Standards

Mulally's leadership was grounded in strong ethical principles. This involved:

- **Integrity:** He upheld high ethical standards and led by example.
- **Accountability:** He held everyone

accountable for their actions.

- **Responsibility:** He ensured that ethical conduct was rewarded and upheld.

When Mulally took over as CEO of Ford in 2006, the company was facing significant financial losses, declining market share, and a tarnished brand reputation. Through the application of his turnaround principles, he orchestrated a remarkable recovery, including:

- **Securing Financing:** He negotiated a \$23.6 billion loan using Ford's assets as collateral, providing the company with the necessary liquidity to weather the financial crisis.
- **Revamping the Product Line:** He revitalized Ford's product lineup with a focus on quality, fuel efficiency, and innovation, leading to the successful launch of popular models like the Ford Fusion and Ford Escape.
- **Strengthening the Culture:** He fostered a culture of transparency, accountability, and teamwork.

## A Blueprint for Turnaround

Turning a declining or plateaued church around is one of the major challenges facing church leaders today.

While churches are not businesses, we can learn much from case studies of effective leaders like Mulally.

By applying these principles appropriately, church leaders can not only navigate through crises but also build a foundation for sustained growth and fruitfulness.

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