

# Prophet Muhammad (saw) as CEO

Wali Zahid, ceo Skill City Bahrain

ICMAP

Karachi, Pakistan: 9 March 2013 | 26 Rabi-us-Sani 1434

# Who's Wali?

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- Wali is the only in-country resource delivering 'Leadership for CEOs' workshops in Pakistan since 2004 - organised by Skill City, British Council, Management Association of Pakistan, NPO and elsewhere in Asia
- Clients: Kuwait, Bahrain, UAE, Saudi, all over South Asia
- Interest: leadership readiness and bringing God into work
- Interviewed top-ranking Pakistani CEOs
- Working on book: *The Prophet (saw) as CEO* – aimed at Western audiences

# Work with Madinah Institute



Prophet Muhammad (PBUH) as CEO

**LIVE WEBINAR**

 Wali Zahid  
Chief Executive Officer, Skill City

Date: January 15<sup>th</sup>, 2013  
Time: 6:00pm KSA (10:00am EST +3:00pm GMT)

# The view?

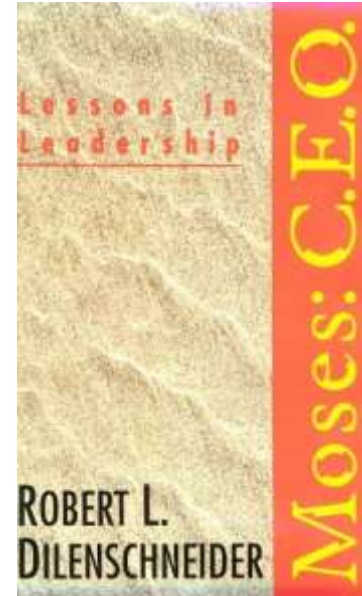
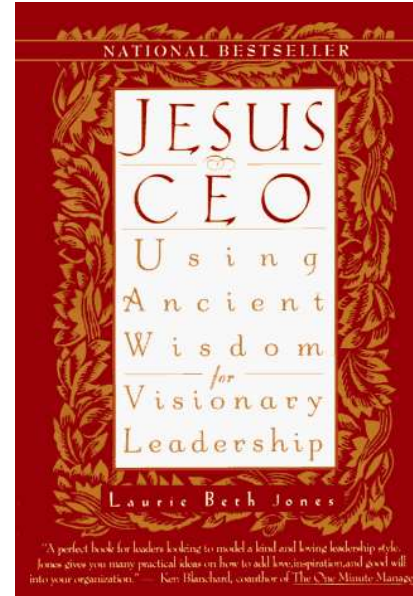
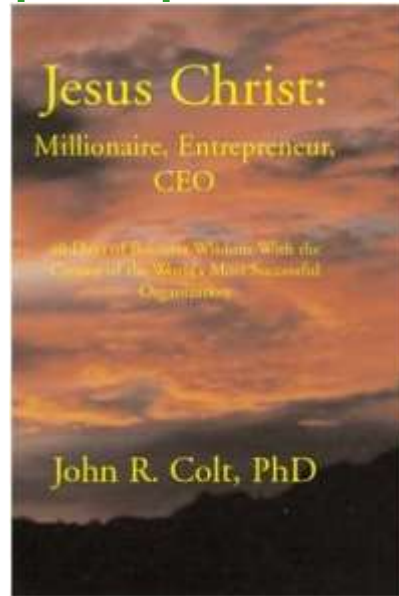
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- We can view Prophet (saw)'s CEO role from many standpoints:
  1. Independent of any comparison, in own light
  2. In the light of leadership models & theories like Level 5 Leadership, Virtuous Leadership
  3. In response to CEO greed, derailment today

# This kind of work is not new!

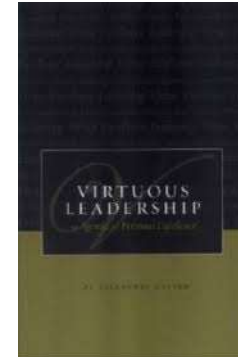
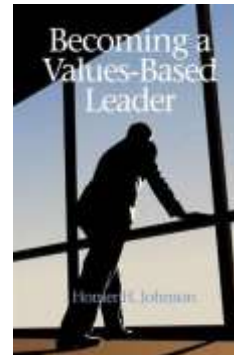
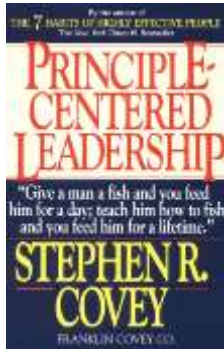
Books written by people from other faiths:

- Moses as CEO
- Jesus as CEO



# Virtuous leadership

- Just like trait-based theories, virtue-based theories are picking up momentum (Level 5), principle-centred, value-based leadership, etc



# Today's CEO greed & derailment

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- Every day, a new CEO scandal hits headline with entire organizations becoming casualty
- CEO pay and compensation are a matter of considerable debate in North America and UK
- Even those who are role models today falter tomorrow for lack of morality (Jack Welch etc)
- Clinton and Boris Yeltsin. Nixon's *Leaders?*

# What the Prophet (saw) did?

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- He removed duality in public role and private life. Since his every moment is reported, we know that even before he was appointed the Prophet, he was upfront and honest.



# CEO pay & compensation

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- When Allah asked the Prophet (saw) to turn Mt Uhad into gold, he chose *fuqr* (ordinariness).

# Before we talk

- Let's see in Maher Zain's video *The Chosen One* [clip](#)



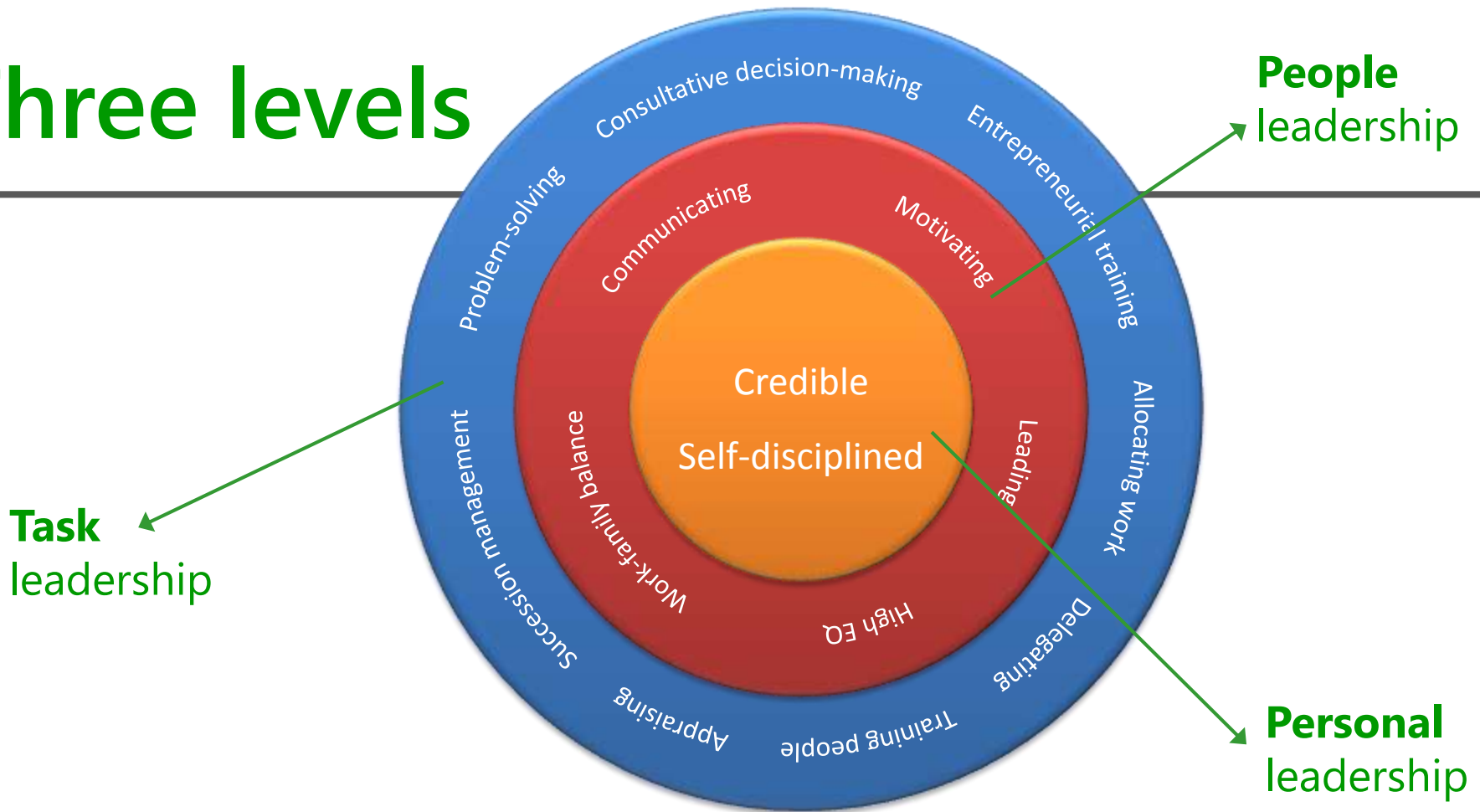
# Prophet Muhammad (saw) as CEO

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We can see his model at three levels:

- a. Personal leadership
- b. People leadership
- c. Task leadership

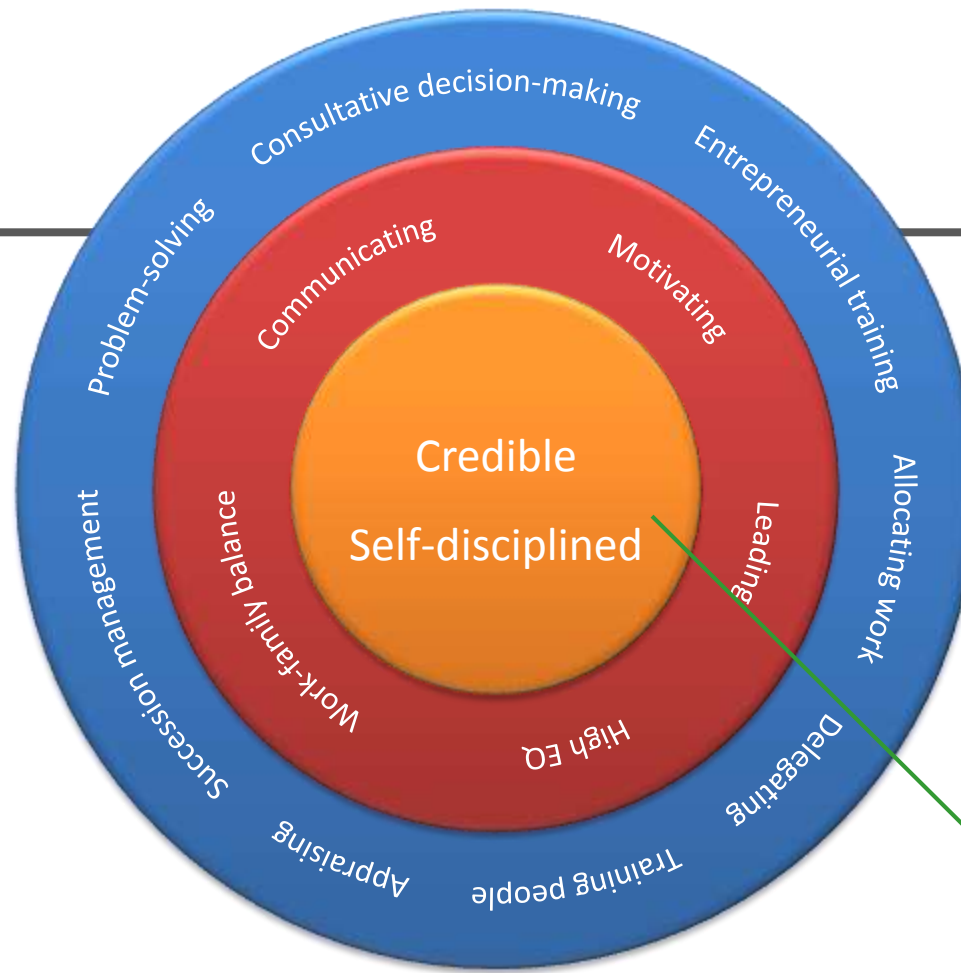
# Three levels



# Caution!

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- This is **work in progress**.
- We are only studying his leadership from people dimension. Strategy and other parts are not part of this work.
- Future versions of this talk may differ to capture essence of Prophet (saw)'s leadership



**Personal leadership**



# Personal leadership

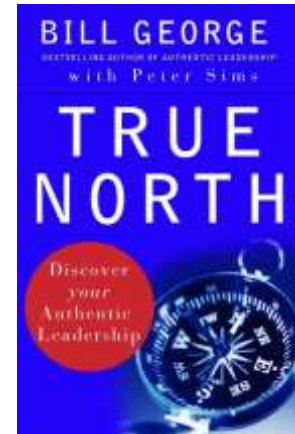
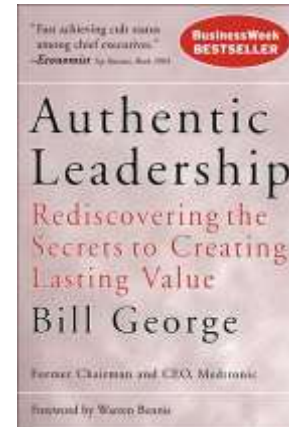
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1. Keeping your word
2. Use of your time

# 1 Keeping your word

- He was known as *sadiq* and *amin* – credibility and reputation management in today's language
- Today's examples:
- *Authentic leadership*
- *True North*





# 2 Use of your time

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- By being self-disciplined, he was the first to arrive when Hajre Aswad issue was to be resolved.

# What scholars say

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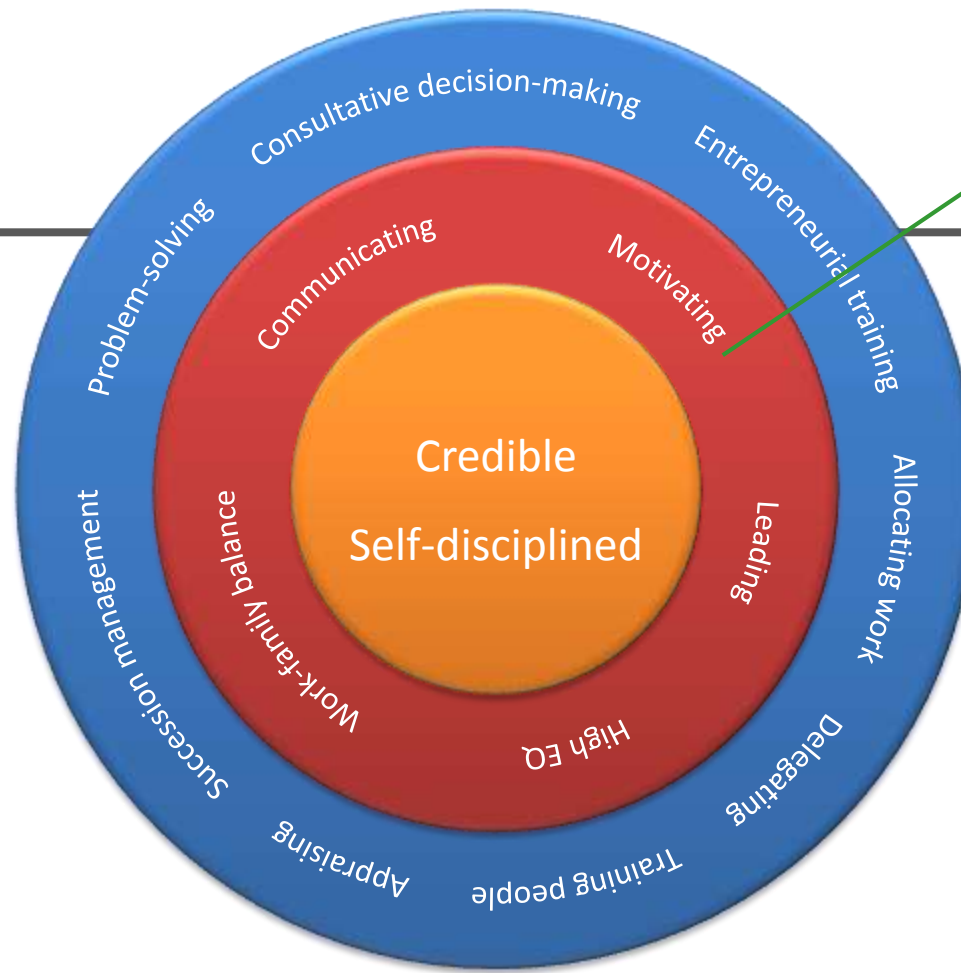
- Dan of Mercy [video](#)

# People leadership

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- Five dimensions



**People  
leadership**



# 1 Communicating

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- Non-hierarchical
- Sit with them, eat with them
- Visiting bedouins will ask: Who's Muhammad [saw] among you?
- Sometimes light-hearted humour: dates

# 2 Motivating

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- It was transformational, not transactional.
- People worked for free and gave their lives because they believed in his mission
- Can-do approach

# 3 Leading

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- Was a leader without title: Hajre Aswad
- Accept dissent:
  1. Umar (RA) during Hudaibia
  2. *A sahabia* whom he encouraged to marry a sahabi

# 4 Emotional quotient

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- Persistence: Never lost hope. Didn't curse the people who tortured him in Taaif
- Didn't keep grudges: The woman who threw trash
- Forgiving: When the mission accomplished, he forgave all - conquest of Makkah
- Gradual self-regulation: with Divine guidance, introduced values, rules in a gradual manner – one bit at a time



# 5 Work-family balance

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- No job is worth taking if you have a failed marriage, or children are ignored
- Created a fine balance of work, family, personal prayer time

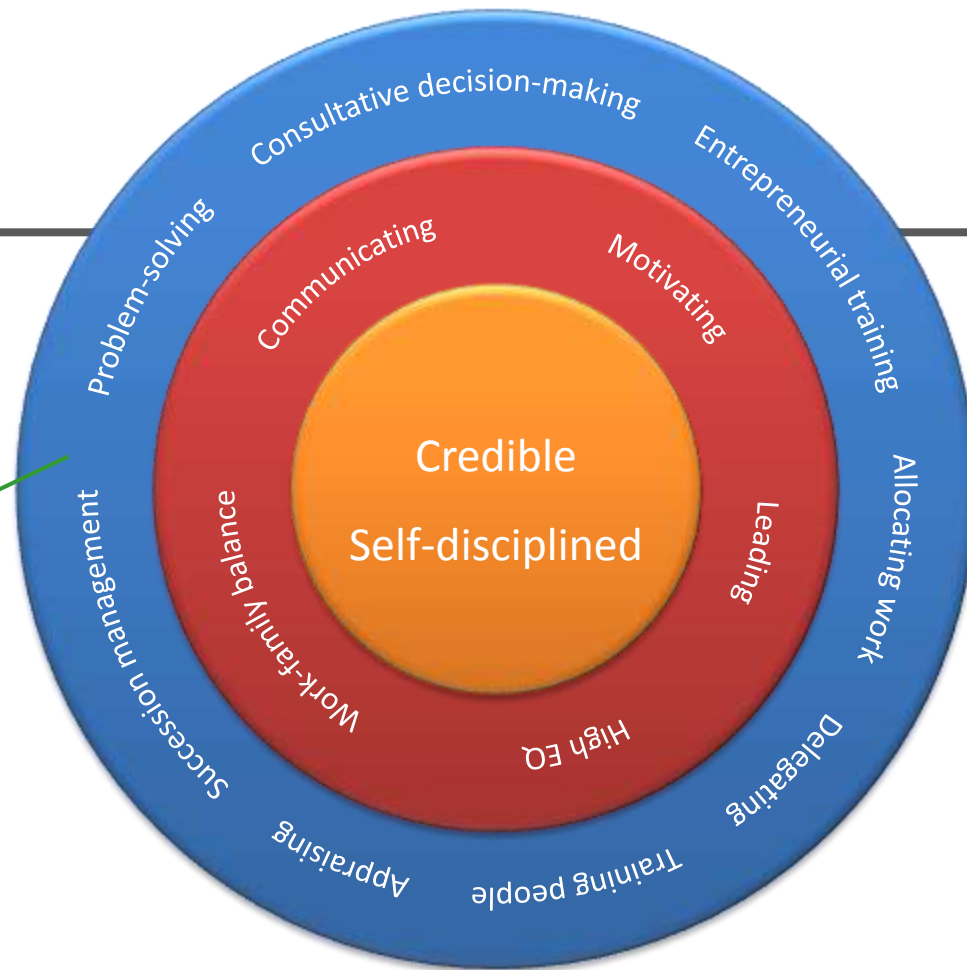
# Task leadership

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- Various dimensions
- Eight discussed here

**Task  
leadership**



# 1 Problem-solving

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- Used timing and wise acts to avoid controversy
- Change of *qibla* direction
- Where to stay on the first Madinah night
- Allowed people to use their ways in worldly matters – date trees cross-matching

# 2 Consultative decision-making

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- Consultative: Who consults does not get embarrassed (*Baihiqi*)
- Participative: Salman Farsi at Khandaq battle
- Seek counsel from wives: Hudaibia / Umme Salma

# 3 Entrepreneurial training

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He didn't give fish; he taught how to fish:

- Example: A man came seeking alms. Asked if he had something to sell. Then asked him to buy an axe.
- Do things right; money comes any way!

# 4 Allocating work

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- He only had 23 years to develop a team which will spread Islam in all parts of the world
- Strengths-based assigning: he picked what was the best in people. Created the best job-person fit
- Based on capability and preference: Katib-e-wahi, teaching, negotiating, envoys

# 5 Delegating

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- Hijrat: Ali (RA) to stay back, Abu Bakr (RA) to accompany
- Appoint for potential: Ali (RA) for Khaibar expedition



# 6 Training people

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- Bite-sized learning
- Ask questions before telling them
- Use short stories
- Use demonstration
- Will not embarrass any one
- Will not overload

Separate work: *The Prophet (saw) as Trainer*

# 7 Appraising

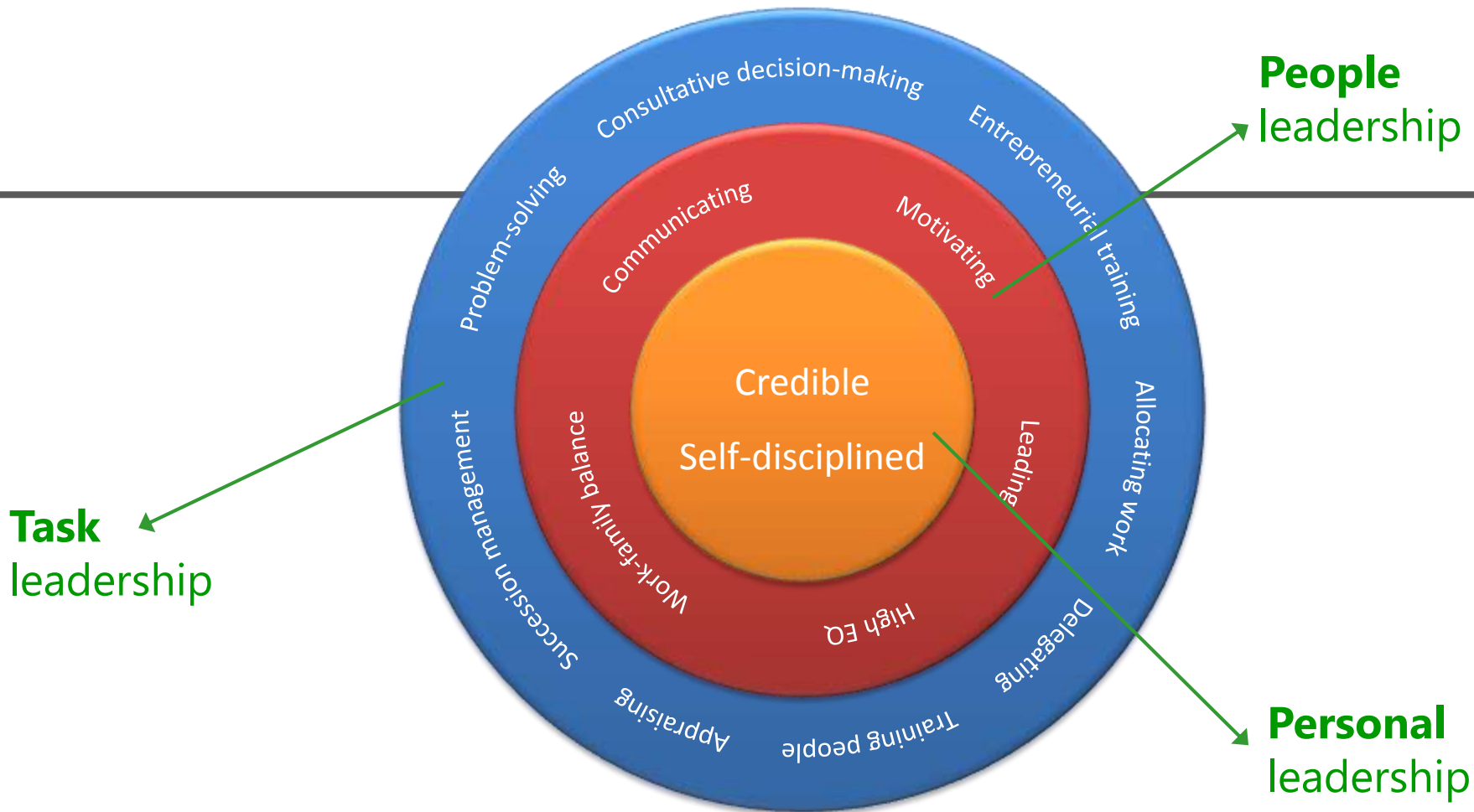
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- After 10 years of serving him, Anas (RA) said: no penalizing after a mistake was made
- This reminds us of getting rid of today's performance appraisal system which only works to highlight gaps!

# 8 Succession management

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- Succession pipeline: Four trained Khalifas who would carry his mission



# Before we close

- Lessons in avoiding leader derailment
- Corporate CEOs become derailed
- The Prophet's followers didn't have to!



The image shows a promotional graphic for a webinar and live event. It features the logos for 'mile madinah institute' and 'Skill City'. The main title is 'Executive Derailment' in large green font. Below it, the speaker is identified as 'Wali Zahid, ceo Skill City'. The event details are: 'MILE Madinah', 'Taster Webinar: 19 September 2012', and 'Dammam Live Event: 17 October 2012'. At the bottom, there is a green banner with the Skill City logo and the tagline 'Skill City: Asian Answers... to Asian Questions' and the website 'skillcity.co'.

## Executive Derailment

Wali Zahid, ceo Skill City  
MILE Madinah  
Taster Webinar: 19 September 2012  
Dammam Live Event: 17 October 2012

 Skill City: Asian Answers... to Asian Questions skillcity.co

# What's in it for us?

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- Nothing superhuman here!
- All these acts are practical, doable!
- Muslim CEOs can follow these things in daily work life.
- Question is: will they?

# Your action plan

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What you will:

1. **Start** doing?
2. **Stop** doing?
3. **Continue** doing?

*Thank you!*



Wali Zahid

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