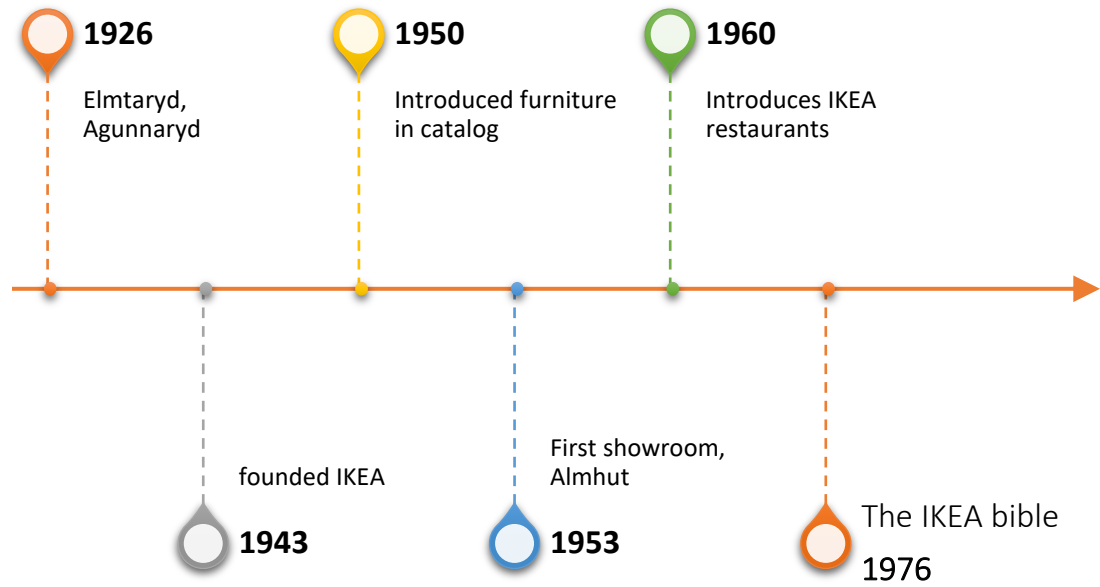


Ingvar Feodor Kamprad (IKEA)

Submitted by:
Gaurav Bhatia



Introduction



Vision

Vision: "To create a better everyday life for the majority of people."

- Idea behind IKEA was to allow people of all ages, at any stage of life, to create a home of their own at a reasonable price.
- Ingvar Kamprad believed that the company exists not just to improve people's lives, but to improve the people themselves.



Ingvar Kamprad's view of human being

A better everyday life means getting away from status and conventions — being freer and more at ease as human beings.

People who are not all that well off should still be given the same opportunities as people who are.

He believed that people are not staff or employees, they're co-workers, and should care for each other.

Principles of Communication



Principles of Leadership

Human Centric

Leading “by example”

Passion

Humbleness, confidence to admit his weaknesses

Efficient use of resources

Stay connected

Togetherness

Ranking

1

Leading “by
example”

2

Humbleness

3

Stay
connected

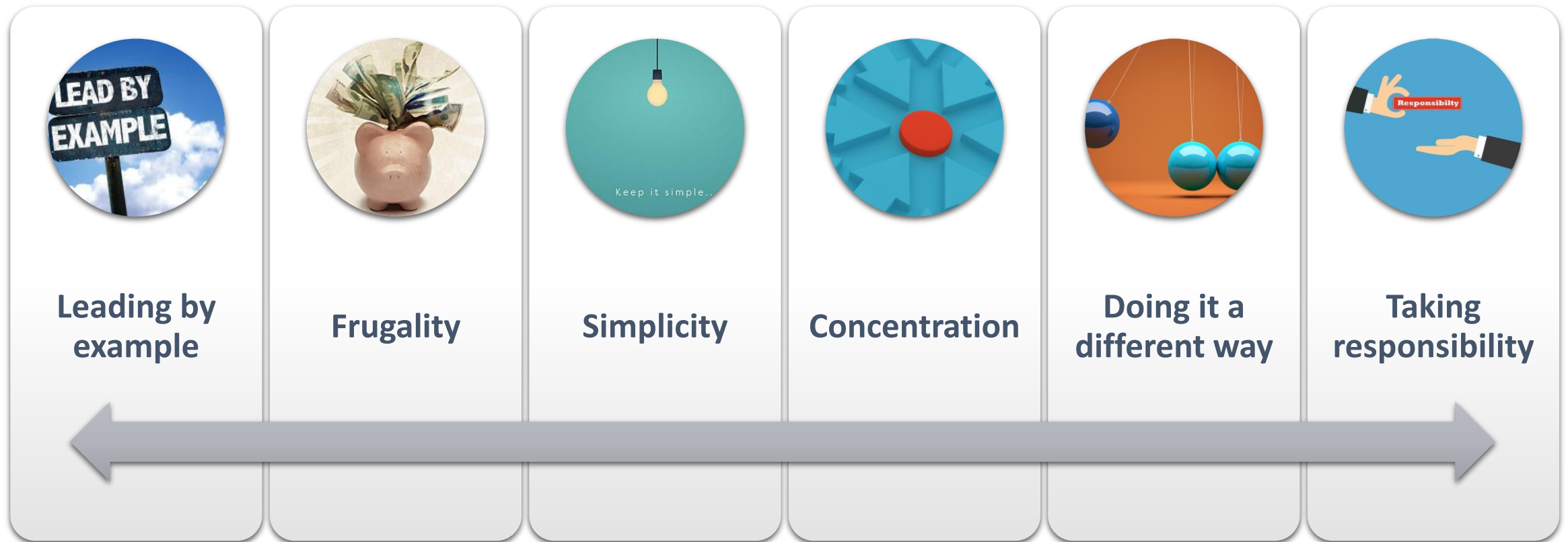
4

Efficient use
of resources

5

Togetherness

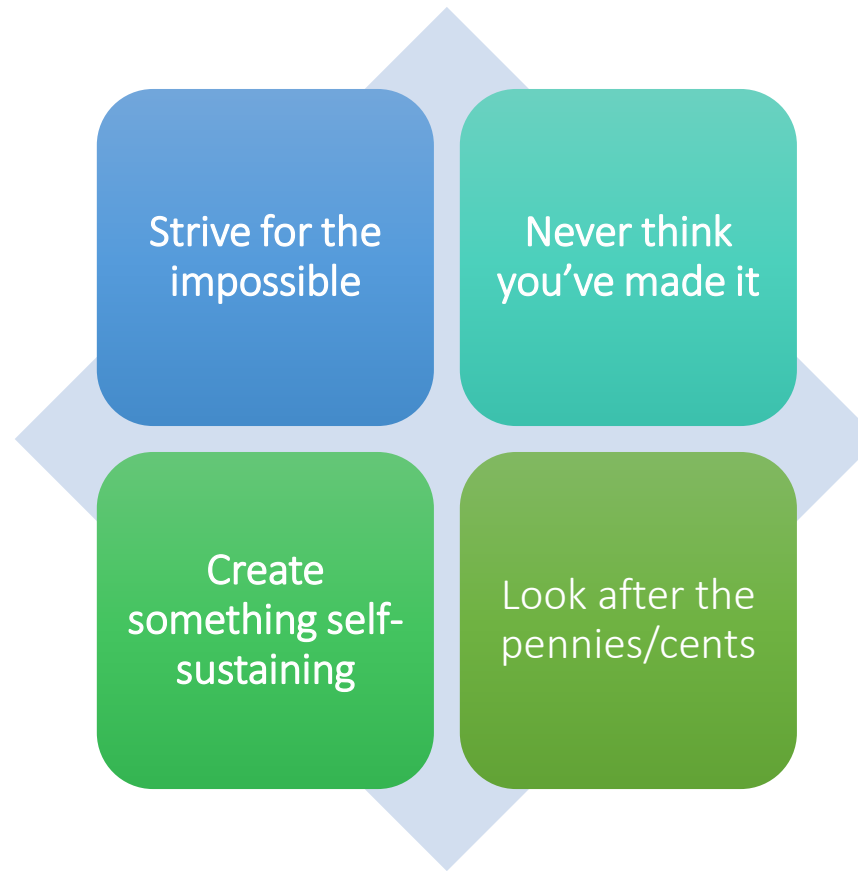
What do Ingvar Kamprad think is the basis of his success as a leader?



Main factor for their success from our point of view

Despite his dyslexia problem, High Competition. He set up Ikea.

Continuous innovation in customer service and products.



"I'm not afraid of turning 80 and I have lots of things to do. I don't have time for dying."

Your beliefs, words and actions must always be aligned.

Conclusion

- Kamprad has set out a vision and mission for IKEA that he presents as bigger than himself, in the service of the many people, and that it is up to the followers to continue his work.
- Ingvar Kamprad strongly expressed the organizational values of IKEA through his behaviors.



Thank you!