

The 30 Corporate Lessons from QURAN

LESSON # 1 How to recruit people?

- Strong
- Integrity
- Technically sound
- Man of character

30 Corporate Lessons from Quran
Lesson #1: How to Recruit People?



قَالَتْ إِحْدَاهُمَا يَأَبُيَ اسْتَجِرْهُ إِنَّ خَيْرَ مَنِ اسْتَجَرْتَ الْقَوِيُّ

الْأَمِينُ ﴿٢٦﴾

"One of the women said, "O my father, hire him. Indeed, the best one you can hire is the **Strong** and the **Trustworthy**."

(28/26)

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Lesson # 2 Benefits of Networking

- come out of their homes and spread in the universe
- see the signs of Allah.
- community centers
- meeting people
- “If your network is small, your net-worth is also small.”
- network give you inspiration and motivation

30 Corporate Lessons from Quran
Lesson #2: Benefits of Networking



فَادْخُلِي فِي عِبَادِي ۝۲۹
وَادْخُلِي جَنَّتِي ۝۳۰

“And enter among My (pious) servants.
And enter My paradise”
(89/29-30)

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Lesson # 3 Conflict Resolution

- The only place without conflicts is graveyard.
- healthy thing
- Personalized conflicts

30 Corporate Lessons from Quran
Lesson #3: Conflict Resolution

فَأَحْكُم بَيْنَ النَّاسِ بِالْحَقِّ وَلَا تَتَّبِعِ الْهَوَى

So judge between the people with truth and don't let your personal desires interfere.
(38/26)

PS: Being a sales trainer and business executive, I am relating verses of Quran to daily corporate life according to best of my abilities.

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- resolve the conflict according to established SOPs (Standard Operating Procedures) .
- detached from personal biases and emotions and feelings.

Lesson # 4 When to Terminate an Employee?

- Iblees was one of the most reverend angels.
- Satan said, “I am better than him, you created me from fire and created him from clay.”
- boss of the universe.
- CEO has the big picture in his/her mind of organization’s future road map.

30 Corporate Lessons from Quran
Lesson #4: When to terminate an employee?



قَالَ فَأَهِيطْ مِنْهَا فَمَا يَكُونُ لَكَ أَنْ تَتَكَبَّرَ فِيهَا فَاخْرُجْ إِنَّكَ مِنَ الصَّاغِرِينَ ﴿١٣﴾

[Allah] said, 'Descend from Paradise, for it is not for you to be arrogant therein. So get out; indeed, you are of the debased.' (7/13)

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Lesson # 5 Difference Between Loser and Winner Attitude

- The story of Adam (AS) and Iblees is full of lessons that we can implement in our lives, personal as well as corporate.

30 Corporate Lessons from Quran
Lesson #5: Difference Between Loser's & Winner's Attitude.

Setan said, "Because You have put me in error ..." (7/16) قَالَ قَبِمَا أَغْوَيْتَنِي

قَالَ لَا رَبَّنَا ظَلَمْنَا أَنْفُسَنَا وَإِنْ لَمْ تَغْفِرْ لَنَا وَتَرْحَمْنَا لَنَكُونَنَّ مِنَ الْخَاسِرِينَ

Adam & Eve Said, " Our Lord, we have wronged ourselves. If you did not forgive us and have mercy upon us, we will surely be among the losers". (7/23)

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Lesson # 6 Beware of the Employee who is Terminated

- He declared:” Then I will come to them from front, from behind, from right and left sides” (7/17).
- purpose was to get Adam demoted.
- spreads rumours
- uses social media to malign and tarnish the image of organization.
- A terminated employee is like injured snake having sharp teeth loaded with poison.



فَدَلَّهُمَا بِهَوَّاءَ

So, he (devil) made them (Adam & Eve) fall, through deception. (7/22)


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Lesson # 7 Sexual Harassment at Work Place

- Hazart Yousaf's example

30 Corporate Lessons from Quran
Lesson #7: Sexual Harassment at Work Place



وَرَوَدَتْهُ الَّتِي هُوَ فِي بَيْتِهَا عَنْ نَفْسِهِ
And she, in whose house he was, sought to seduce him. (12/23)

قَالَ هِيَ رَوَدَّتْنِي عَنْ نَفْسِي
Prophet Yusuf (AS) said: "It was she who sought to seduce me." (12/26)

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Lesson #8 Ask for Bigger Role

- Are you competent? Can you do things in your company in a better way than others? Is your credibility and integrity established?
- ask for the bigger role to play.
- Ask for the position. Don't be shy. Be bold.
- bring financial discipline in the kingdom.
- The successful people don't wait for others to put crowns on their heads.

30 Corporate Lessons from Quran
Lesson #8: Ask for the Bigger Role

قَالَ أَجْعَلْنِي عَلَى خَزَائِنِ الْأَرْضِ إِنِّي حَفِيظٌ عَلَيْهَا

Yusuf/Joseph (AS) said: Appoint me over treasury of the land.
Indeed, I will be knowing guardian. (12/55)

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Lesson # 9 No Holidays on Friday

- when there is call for Friday prayer, leave business and rush to the prayer.
- resume the business.
- Saturday or Sunday as holiday, you resemble like Jews or Christians

30 Corporate Lessons from Quran
Lesson #9: No Holiday on Friday

إِذَا نَادَىٰ الصَّلَاةَ مِنْ يَوْمِ الْجُمُعَةِ فَاسْعَوْا إِلَىٰ ذِكْرِ اللَّهِ وَذَرُوا الْبَيْعَ

When there is Call for prayer on Friday, proceed to remembrance of Allah and leave business. (62/9)

فَإِذَا قُضِيَتِ الصَّلَاةُ فَانْتَشِرُوا فِي الْأَرْضِ وَابْتَغُوا مِنْ فَضْلِ اللَّهِ

When prayer is over, disperse in the land and seek from the bounty of Allah [that means resume your business after prayer break]. (62/10)

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Lesson # 10 Reforms... Kaizen

- Quran was revealed in 23 years rather than overnight.
- Quran teaches reforms
- adjusting to the realities rather than resisting.
- After 2nd World War, when Japan was destroyed, Dr. Edward Deming went to Japan to teach them how to rise again and he taught them Kaizen("change for better") incremental improvement in systems, products, quality etc. He did not ask them to bring 100% improvement in a year. He asked them to “REFORM” incrementally and never stop.

30 Corporate Lessons from Quran
Lesson #10: Reforms.....Kaizen



وَأَصْلَحَ فَلَا خَوْفٌ عَلَيْهِمْ وَلَا هُمْ يَحْزَنُونَ

And whoever reforms, there will be no fear concerning them, nor they will grieve. (7/35)

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Lesson # 11 Don't Under Deliver

- cheating people with weights and measurements.
- did not deliver goods as per the commitment and deprived people of their due rights.
- punished with earthquake
- Deliver what you promise.
- Customer services is the prime and fundamental duty of organizations.

30 Corporate Lessons from Quran
Lesson #11: Don't Under-deliver

فَأَوْفُوا الْكَيْلَ وَالْمِيزَانَ وَلَا تَبْخُسُوا الْكِبْرَىٰ أَمْثَلُ هُمْ

So, fulfill the measure and weight and do not
deprive people of their due, (7/85)
[English translation from quran.com]

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- How Organizations Under-deliver?
- Tampering with contents of products
- Providing less quantity (one minute call is like 58 second call)
- Poor customer service
- Not promoting employees and depriving them of bonuses/emoluments/increments
- Not declaring dividends to share-holders
- taxes
- Not paying salaries on time
- **How Employees Under-deliver**
- Coming to office late
- Leaving office early
- Miscommitments

Lesson # 12 Capacity Building

- When Pharaoh Cruelty crossed the limits, Allah ordered His Prophet Musa/Moses (A.S) to go to him and handle.
- To build his capacity of handling such a big task. That included confidence, persuasion skills and fearlessness.
- Allah"s blessings and motivation so that challenges are handled with ease.
- Superb communication skills

30 Corporate Lessons from Quran
Lesson #12: Capacity Building

قَالَ رَبِّ اجْعَلْ لِي آيَةً ۖ وَيَرْحَمْنِي ۖ وَسَهِّلْ لِي كَلَامِي ۚ وَاجْعَلْ لِي سُلْطٰنًا ۚ وَقُلْ لِّقَوْمِي ۖ

Prophet Moses (A.S) said: "My Lord, expand for me my chest (remove my fears). And make my task easy. And untie the knot from my tongue. So that they may understand my speech." (20/25-28)

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Lesson # 13 What is Merit?

- Moses did not just pray only for skill-set, but he also prayed for the key resource person as his deputy.
- justified the creation of a position
- Technically Skillful
- Trustworthy.

30 Corporate Lessons from Quran Lesson #13: What is Merit?



وَأَجْعَلْ لِّي وَزِيرًا مِّنْ أَهْلِي ۚ هَٰذَا نَحْنُ ۚ أَشَدُّ بَوْدًا زُرِّي ۚ وَأَشْرِكُمُوقِي ۚ

Musa/Moses (A.S) said: "And appoint for me a minister from my family.
Haroon/Aaron (A.S) My brother: Increase through him my strength, And
let him share my task (20/29-32)

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Lesson # 14 Power of Repetition

- Rahman when a single verse is repeated 31 times in total of 78 verses.
- Quran is a word of God and He's the perfect communicator. So why not copy the communication style of Almighty God?
- Why companies run TV commercials repetitively?

30 Corporate Lessons from Quran
Lesson #14: Power of Repetition



قُلْ إِنَّمَا أَدَّبْتُ الْقُرْآنَ بِمَا

So which of the favors of your Lord would you deny? (55/13)
This single verse has been repeated by 31 times in a sura of 78 verses.

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Lesson #15 CSR: Secretly or Publicity

- Islam lays a great emphasis on spending in the way of Allah and promises reward in multiples, not only in this world but also in the Hereafter.
- Quran allows us to advertise our charity or do it secretly?
- Spending publicly always motivates others

30 Corporate Lessons from Quran
Lesson # 15: CSR: Secretly or Publicly?

الَّذِينَ يُنْفِقُونَ أَمْوَالَهُمْ بِاللَّيْلِ وَالنَّهَارِ سِرًّا وَعَلَانِيَةً ۖ لَهُمْ أَجْرُهُمْ عِنْدَ رَبِّهِمْ ۖ

Those who spend their wealth (in path of Allah) during day and night, secretly and publicly, they will be rewarded by their Lord (2/274)

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Lesson #16 War Against ALLAH and His Messenger

- usury, sood
- crime against humanity

30 Corporate Lessons from Quran Lesson # 16: War Against Allah & His Messenger



فَإِنْ لَّمْ تَفْعَلُوا فَأْذَنُوا بِحَرْبٍ مِنَ اللَّهِ وَرَسُولِهِ وَإِنْ تُبْشِرُوا بِلِقَاءِ اللَّهِ
فَإِنَّكُمْ لَعِنَاءٌ يَوْمَئِذٍ وَمَنْ يَكْفُرْ أَفْعَلْ لَهُ مَا يَشَاءُ اللَّهُ لَئِنْ لَمْ يَدْعُوا إِلَى حَرِّ اللَّهِ

And if you do not, then be informed of a war (against you) from Allah and His Messenger. But if you repent, you may have your principal – (thus) you do no wrong nor are you wronged. (2/279)

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Lesson # 17 Change Management

- Quran prescribes a great law of change and transformation.
- Allah never changes the condition of people unless they change their own thoughts.
- Sun"s light is everywhere.
- farmer will get the crop only when he....
- Similarly, Allah"s blessings are everywhere

30 Corporate Lessons from Quran
Lesson # 17: Change Management

إِنَّ اللَّهَ لَا يَغَيِّرُ مَا قَدْ خَلَقَ إِلَّا بِإِذْنِهِ

Indeed, Allah will not change condition of the people until they change what is in themselves. (13/11)

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Lesson # 18 How to Handle Nuts?

- Islam teaches modesty, humbleness and politeness.
- craziest and ignorant people use unbecoming language with servants of Allah.
- “Peace”
- Never pick a fight with idiots

30 Corporate Lessons from Quran Lesson # 18: How to Handle Nuts?



وَيَذُرُّ الْمَرْحُومِينَ الَّذِينَ يَمْشُونَ عَلَى الْأَرْضِ هَوْنًا وَإِذَا خَاطَبَهُمُ
الْجَاهِلُونَ قَالُوا سَلَامًا ﴿٢٥﴾

And the servants of the Most Merciful are those who walk upon earth with ease and when ignorant argue with them harshly, they say Peace (and walk away gracefully) 25/63

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Lesson # 19 Leadership Qualities

- a meaningful role, a constructive role.
- Develop leadership skills and ask for the opportunity to lead people. Don't shy away or hesitate to ask for the leadership role.

30 Corporate Lessons from Quran
Lesson # 19: Leadership Qualities



وَأَجْعَلْنَا لِلْمُتَّقِينَ إِمَامًا

(And those who pray to Lord) Give us the leadership of righteous people. 25/74

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Lesson # 20 Financial Discipline

- True Men of Allah are moderate in spending.
- True Men of Allah adopt the middle way.
- become history

30 Corporate Lessons from Quran Lesson # 20: Financial Discipline



وَالَّذِينَ إِذَا أَنْفَقُوا لَمْ يُسْرِفُوا وَلَمْ يَقْتُرُوا وَكَانَ بَيْنَ ذَلِكَ قَوَامًا

And they (True Men of Allah) are those who neither spend excessively nor sparingly, rather they are moderate in spending. 25/67

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Lesson # 21 Anger Management

- friendship with ALLAH.
- control their anger.
- Anger is a great disease. It kills relation and health.
- Who is the wrestler?

30 Corporate Lessons from Quran
Lesson # 21: Anger Management



وَالْكَاظِمِينَ الْغَيْظَ

And those who control their anger (are friends of Allah)3/134

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Lesson # 22 Corporate Politics

- Creating misunderstandings, whispering, rumor.
- Creating misunderstandings and leg pulling is a normal act of corporate politics.

30 Corporate Lessons from Quran
Lesson # 22: Corporate Politics



الَّذِي يُنَسِّفُ فِي صُدُورِ النَّاسِ

And he who whispers (evil) in the heart of mankind 114/5

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Lesson # 23 Protection from Jealous Colleagues

- jealous people burn in their own hell and can cause harm to those who are productive and shining stars.
- Jealousies is a deadly disease.
- must pray for ALLAH"s protection.



وَمِن مَّنْ حَاسِدٍ إِذَا حَسَدَكَ

And from the mischief of the envious one when he envies. 113/5

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Lesson # 24 Promotion on Merit

- The ranks in this life and in the hereafter are according to our deeds.
- ALLAH does not play favorites.
- This lesson has great relevance in today's corporate world.
- No room for favoritism

30 Corporate Lessons from Quran
Lesson # 24: Promotion on Merit



وَلِكُلِّ دَرَجَةٌ مِمَّا عَمِلُوا

And for all there will be ranks from what they do. 46/19

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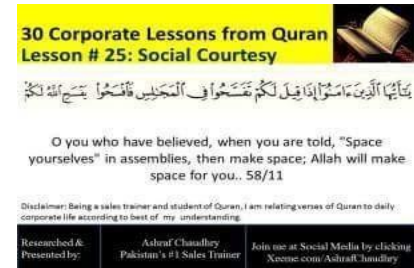
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Lesson # 25 Social Courtesy

- Quran gives us principles of assembling and meetings.
- Creating space for others.
- In corporate as well as social gatherings, one must have large heartedness to accommodate others.
- You create space for others, ALLAH will accommodate you by creating space for you.



Lesson # 26 No Late Sittings

- there is advice that when meeting is over, there is no need to prolong the sitting.
- Late sitting is a culture of some organizations and such organizations are not productive.

30 Corporate Lessons from Quran
Lesson # 26: No Late Sittings



وَإِذَا قِيلَ اأَنْشُزُوا فَأَنْشُزُوا

And when you are told, "Arise," then arise 58/11

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Lesson # 27 Carrot and Stick

- motivating employees
- incentives to employees

30 Corporate Lessons from Quran Lesson # 27: Carrot & Stick



أُولَٰئِكَ أَصْحَابُ النَّارِ هُمْ فِيهَا خَالِدُونَ

وَيَدْخُلْنَهُمْ حَتَّىٰ تَجُوزَ مِنْ تَحْتِهَا الْأَنْهَارُ خَالِدِينَ فِيهَا

They will be (the) dwellers of the Fire, to dwell therein forever. 58/17

And We will admit them to gardens beneath which rivers flow, wherein they abide eternally. 58/22

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Lesson # 28 Power of Association

- A man is known by the company he keeps.
- Association with the right kind of people determines our future.
- ALLAH gives criteria of selecting and rejecting the people as friends and comrades in life.

30 Corporate Lessons from Quran
Lesson # 28: Power of Association



أَهْدِنَا الصِّرَاطَ الْمُسْتَقِيمَ صِرَاطَ الَّذِينَ أَنْعَمْتَ عَلَيْهِمْ غَيْرِ الْمَغْضُوبِ عَلَيْهِمْ وَلَا
الْفَاسِقِينَ ﴿١٠٠﴾

Show us the straight path. The path of those on whom You have bestowed Your grace, not of those who evoked Your anger and those who got astray. 1/6-7

Disclaimer: Being a sales trainer and student of Quran, I am relating verses of Quran to daily corporate life according to best of my understanding.

Researched &
Presented by:

Ashraf Chaudhry
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Lesson # 29 Communication Skills

- Quran lays a great emphasis on building and nurturing social relations.
- always speak nicely and gently and kindly.
- What we say does not matter but how we say matters a lot.

30 Corporate Lessons from Quran
Lesson # 29: Communication Skills



وَقُولُوا لِلنَّاسِ حُسْنًا

And speak to people nicely (2/83)

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Lesson # 30 Power of Thinking

- power to think.
- free choice of selecting his thoughts.

30 Corporate Lessons from Quran
Lesson # 30: Power of Thinking



قَدْ أَفْلَحَ مَنْ زَكَّاهَا ۖ وَقَدْ خَابَ مَنْ دَسَّاهَا

He will indeed be successful who purified it. And he failed who corrupted it has (91/9-10)

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