

# How a Missing Piece Moved This CEO Into 'Helping People Thrive and Profits Soar'

Bobby Albert saw tremendous success in business since taking over for his father in the Albert Companies, a moving and storage business, in the early 1970s. But he says the missing piece for his success didn't come until 2005, when he got what he calls "the last big key ingredient."

"I kept thinking, *Something is missing, something is missing,*" Albert tells Dr. Steve Greene on a recent episode of *Greenelines* on the Charisma Podcast Network. "And the Lord finally helped me understand it was our core values."

Values became the thrust of Albert's current business, Values-Driven Leadership LLC, for which he says, "My main focus is helping Christian business leaders to develop a culture within their organization where people thrive and profits soar, because I saw in my own business, when you get a few of the ingredients in the right place ... when you get focused on your people and ways that you can minister to them, the people will bring the profits to you. And we saw extraordinary profits."

Albert knows whereof he speaks. After he began focusing on core values, he and his team grew revenue and profits by 500% during the challenging season of 2005-2011, when he sold the business. to a publicly traded company.

Albert shares what became the foundational passage for his company, Colossians 3:23-24: "Whatever you do, work at it with all your heart, as working for the Lord, not for men, since you know that you will receive an inheritance from the Lord as a reward. It is the Lord Christ you are serving."

Albert adds that the final point, "It is the Lord Christ you

are serving” led him to turn the traditional organization chart and “turn it upside down, put me at the bottom.”

“I took the servant leader’s attitude, just like Jesus mentioned to his disciples ... my whole focus was developed to equip the leadership team,” Albert says. “They knew, on up into the organization, at the top of the organization were the frontline people. And then even above the frontline people was the customer.

“And even above the customer—that’s tied to the foundational two verses—it was Jesus Christ,” he says. ” ... they knew that we came for a greater purpose other than me just getting a paycheck, and that I come here to serve the Lord Jesus Christ every day.”

✖ For much more advice on values-driven leadership from longtime CEO Bobby Albert, listen to the entire episode of *Greenelines* at this link, and subscribe to *Greenelines* on your favorite podcast platform for more inspiring stories like this one. Check out Albert’s podcast, *True North Business*, also on the Charisma Podcast Network, and find his leadership books, *True North Business* and *Principled Profits*, along with his new release, *The Freedom Paradox*, wherever fine books are sold.{eoa}

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