



The Joseph Principle – Working, Living Ethically and Effectively [Part 1]

I hear a lot of people say and I have experienced it severally, it is difficult to do clean business and excel in this environment. As one of the solutions, I recommend an undeniable reliance on the grace of God, and the application of the Joseph Principle. You remember Joseph don't you? No, I do not mean Mary's husband. I mean the eleventh and favourite son of Jacob, the guy with the coat of many colours. I crave your indulgence to come along with me in today's journey as I take you through the Joseph Principle, which though is in its reworking stage as a small quick-to-read book, has been of immense benefit from generation to generation for all those who dare to apply it wholesomely and wholeheartedly.

The Joseph Principle is a and time of Joseph the grandson of Isaac and Abraham, the source of what lessons to be should apply our if you read the Bible NKJV) the history of Joseph. That is profound!



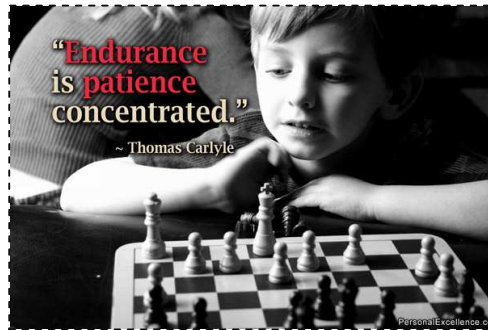
summary study of the life son of Jacob, the the great grandson of his travails and triumphs, learned and how we learning. One quick note, (Genesis 37 verses 1-2 Jacob (Israel) starts with

You can always be the start of a good thing in your generation. The first of the principle is Joseph was visionary. He was a dreamer. He dreamt several times, interpreted and executed dreams. He refused to be intimidated. He resisted all attempt to truncate his dreams. He did not shy away from sharing his dreams. God told Habakkuk: Write the vision and make it plain...that he may run who reads it. For the vision is yet for an appointed time but at the end it would speak and it would not lie. Though it tarrys, wait for it because it would surely come, it would not tarry.

Vision is first to know who you are, where you are going, and what will guide your journey. A vision points us to the right direction, helps us to get focused, get energised and produce

great results. Ken Blanchard says vision is a lot more than putting a plaque on the wall. A real vision is lived, not framed. It takes courage to create a vision and it takes courage to act on it. Vision encourages focus and enlivens purpose. Look for people who believe in you to share your dreams with. Avoid naysayers and bad-bellies. While Joseph's brothers were envious and hated him the more, his father though rebuked him at first kept the matter in mind.

Patience and Endurance. Joseph was patient and he endured hardship. This is element number two of the Joseph Principle. Suffering and hardship did not start in Nigeria and definitely not in this generation. Joseph was dumped into a well and as if that was not gruesome enough, he was pulled out and sold into slavery. He was forgotten. I'm yet to read it anywhere that he was complaining, mopping screaming vengeance on his was patient, obedient and would you inflict suffering are suffering or have you became an orphan and or because Government all the while about, swearing and brothers. Rather, he trusting God. Why on others because you suffered, or because could not go to school could not provide jobs for all graduates and illiterates? He through his suffering learned obedience. In prison he pleaded to be remembered but the guy forgot about him until God's time came. Never leave out the creator of the universal in your life's endeavours. The Lord was with Joseph and he was a successful man.



Next on the Joseph Principle is Purpose. Joseph was purposeful, he was focused. He never forgot the vision and the enabler of the vision. Do not (dream) interpretations belong to God? He enthused when there was need for dream solutions. That was Joseph's confidence. When temptation came, he resisted. His response remains an indelible lesson for me: How then can I do this great wickedness and sin against God? Living ethically is a call to life without blemish rejecting unrighteousness in every facet of our lives. Jesus said of Nathaniel, behold an Israelite indeed, in whom is no guile! What is driving you? What motivates you? Who do you fear? What do you fear? What is your purpose in life? How about something like: "to touch lives positively", "to please God in all my dealings by His grace", "to deal straight and never to cheat". Joseph chose the high moral ground. That ground is still available and applicable today. Integrity is not old school. It is what distinguishes the true winners from the also ran. The truth is nice guys may appear to finish last, but usually they are running in a different race and not the rat race of going nowhere.

Living and working ethically and morally still pays. The grace of God is sufficient for us. Purpose is far bigger than achievement, yes!



Purpose transcends achievements. It is an enabler, a game changer. If you are not pleased with the way your life is turning out, seek a greater purpose and change it. Hopefully, one day on this page we would be able to discuss personalities such as Alfred Nobel known today more for peace and Nobel Laurels than for the dynamite, an instrument of war he invented.

I see people love the from-prison-to-palace experience of Joseph. How about his experience of suffering - from the beloved of the father with coats of many colours to that of a slave and a prisoner? Are you prepared to handle the deal life hands over to people every now and then? Life is not a bed of roses. You do not become an Enoch Adeboye or a Felix Meduoye or an Aliko Dangote or a Christopher Kolade or a Gamaliel Onosode overnight. You've got pay your own share of ups and downs, then keep faith and be focused.

A key part of the Joseph Principle is the spirit of excellence. You can excel anywhere. Are we ready to pursue excellence when things are not going our way? Needless to say that most people would be willing to pursue excellence when things are right or wait until things are right before they pursue excellence. Joseph was in prison, unjustly for that matter when he first interpreted dreams. That wouldn't have been a conducive atmosphere, far from it. He also became a trusted warden assistant in prison with minimal supervision. He was able to turn his hardship into opportunity. I have worked in places where there were gang-ups for one reason or the other. I was working in an old generation bank and in spite of antagonisms and negativisms I was still able with my team to introduce the first ever entry-level induction and orientation training for young graduates joining the bank. It brought positive change to the bank. The programme was so successful that management decided that those who joined the bank twenty four to thirty months before then should also come for the abridged version. Most of those youngsters have moved on to bigger banks and they are doing excellently. We laid a good foundation for them at that bank's training school.

To be continued next week...

Till next week, dream and be focused on excelling. Enjoy.

Olusegun Mojeed, FCIPM
bezconsultrw@yahoo.co.uk