



The Joseph Principle – Working, Living Ethically and Effectively [Part 2]

Before discussing the next principle, let me briefly attempt a definition of ethics. BusinessDictionary.com defines ethics as the basic concepts and fundamental principles of decent human conduct. It includes study of universal values such as the essential equality of all men and women, human or natural rights, obedience to the law of the land, concern for health and safety and, increasingly, also for the natural environment.

A part of the Joseph Principle is colour and candour. Joseph was colourful. Apart from his coat of many colours as a prisoner he was cheerful diligently to the extent he was explicitly. He dreams without behaving as if the world made you the chief looking for job for years dressing properly for your



youngster, while in and did his work that the warden trusted cheerfully interpreted immediate gain. Stop owes you. Who died and mourner? You have been that should not stop you next interview. Stop

cursing this nation, rather wake up in the morning and sing the second stanza of our National anthem and end it with in Jesus name, Amen. I'm amused and sometimes so miffed when I hear some people who travelled out for just two weeks, or whatever duration and returning through any of our gateways especially the Murtala Muhammed International Airport when they encounter immigration queue or the 'usual' power outage, you needed to see their rage and negativism against this nation. These same people were on a similar or even longer snake-like queue at Heathrow and they were deaf and dumb. For God's sake show some love for Nigeria. As a matter of principle, I do not laugh at comedians' jokes battering Nigeria.

I suggest you contribute your little bit to nation building – in addition to praying, do not curse, do not throw dirt on the highways and streets from your bus, car, okada or while just walking, put away your phones out of sight when driving, do not litter the drainage wherever you find one, do not cross the highway where there is a pedestrian bridge nearby, where it is lawful to cross the road do so when the traffic light is on red, you'll be helping traffic flow, do not entice or be enticed with money, lunch date or recharge cards, do not

drive against the traffic no matter the pressure, do not attempt to do 'James Bond' to beat the traffic light, etc. You see, it is so simple to contribute something good, isn't it?

A very instructive part of the Joseph Principle is that it is okay to be emotional. Joseph on seeing his brothers excused himself to go and shed some tears. Some macho guys think to betray emotion is unbecoming of leadership. They think that is how tough guys are known. No, tough guys achieve their goals, they deliver on their promises, they empathise where necessary, carry the team along and make life worth living for the people around them. It is okay to cry if you have to. Recently, hundreds of University students were burned or trampled to death in a club house in Brazil. The President herself was there and shed tears several times. If it is cry, cry. If it is worship, make it spontaneous and not mechanistic, humble yourself before God and roll on the ground in worship. The Lord is in His holy temple let all the earth keep silence before Him (Habakkuk 2:20).

Out of sight, out of mind? That sounds familiar. I feel you. Give allowance for this. The butler forgot about Joseph for a season. The people you are looking up to are not God. They may have genuinely promised you opportunities, events and circumstances may have militated against the realisation of those promises on time. God may also not want to use them so that one day they do not turn around to play God in your life. I have had plenty of such experiences. I learn the newness of God every moment through such experiences.

Planning and execution are critical skills embodied in the Joseph Principle. Plan ahead, it was not raining when Noah built the Ark. Joseph's dream-ability eventually got him noticed and the high and interpreted and was over the economy had planned of his foresight.



brought him before mighty. He indeed Pharaoh's dreams promoted. He took in depression. He elaborately because Egypt had plenty in

famine. This was the beginning of the reunion and dream come true. I guess you still remember Joseph's dream about sheaves in the field, and the sun, the moon and the eleven stars. It was Joseph who recommended a plan to Pharaoh. Always be ready to offer solutions. This comes from your thinking-ability. It is part of the ideation process. Ideas rule the world. Indulge in the profitable habit of thinking. Joseph was promoted Prime Minister to execute his own strategy.



Forgiveness is an integral part of the Joseph Principle. They intended it for evil but God would always bring good out of it. I once worked in a place where the 'natives' would not let me be just because I was not part of them. I was of the 'Diaspora' – the

newcomers. They played all kind of dirty politics to get rid of me and for the first time in a period of three years I started looking for another job which came not long after, offering me a package which was equivalent to multiplying what I was earning then by approximately five times. I do not hold any grudge. Joseph eventually came face-to-face with his brothers. His reaction remains a text on the grace to forgive, forget and move on.

The Joseph Principle also teaches a key lesson on the use of power and influence. Joseph became second-in-command over Egypt. He did not go after his real, perceived or imaginary enemies who of course would have included members of his family. In this category also he would have gladly included Potiphar's wife, the slave traders, etc. There would have been a 'pay back' hit list of those whose heads must role. Influence is like a bank account, the more you use frivolously the less you have. Life is short, spend it well. Revenge is not worth seeking. Leave vengeance to Him who it truly belongs. Joseph did not go after anyone rather he concentrated his energy on the job at hand, that of administering the economy. Much confidence was reposed in him and he could not afford to disappoint. He feared God.

It is also a key learning point in the Joseph Principle for me not to deny my root. When the butler was to be released from prison and Joseph was pleading to be remembered, he quickly recounted how he was stolen away from the land of his birth, the Hebrews land. Make impact in the communities you came out from and the ones you live in. Even Jesus Christ was called either a Galilean or a Nazarene reflecting his affinity to his roots. What are you ashamed of in your community or village? What motivation do you need to give back to the society?



The Joseph Principle is a model of excellence in the workplace and in the marketplace. It is about character, integrity, empathy, leadership, ideation, results-orientation, and focus. It is all about fulfilling your dreams. Don't ever give up on your dreams. Joseph invited his brothers to a banquet and they presented him with gifts bowing down before him to the earth, they bow their heads and prostrated themselves. Dream fulfilled!

God bless Nigeria, God bless you. Till next week, work and live ethically. Enjoy.

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