



3rd Edition

MANAGING THE IKEA WAY

A working model for change, culture and leadership.

Staffan Jeppsson

The person who oversaw IKEA culture and concept,
shadowing IKEA's founder and CEO.

Venue

Library of the Convent of Christ. A Unesco World Heritage Place.

This retreat will be conducted in the historic Former Library of the Convent of Christ, a remarkable space with deep scholarly heritage.

Called scriptorium, originally a study room, this venue embodies intellectual tradition.

The library's unique architectural features and profound historical significance provide an inspiring backdrop for our high-level discussions, where centuries of knowledge and contemplation will frame our transformative masterclass.







A Letter from Staffan Jeppsson

Leveraging my 30 years at IKEA, several of them working directly for the visionary IKEA's Founder, Ingvar Kamprad, I've built this program to empower you to cultivate authentic leadership and a strong organizational culture.

I'm going to unlock the DNA of IKEA's success, dive deep into the world of Swedish leadership and Ingvar Kamprad's lasting impact on the company's culture, values, spirit and legal framework. I'll dissect IKEA's concept-driven enterprise, decentralized decision-making, and Kamprad's leadership philosophy, revealing how these elements contribute to exceptional store performance, coworker satisfaction, and a positive customer experience.

Then will turn to practical leadership applications, exploring the IKEA approach to feedback and coaching. Executives will work with the 4-room model - a framework for growth and development that supports problem-solving and empower leaders to guide teams through transitions and inspire progress.

This retreat concludes with "My Conscious Leadership." In this session I will share my 12 principles of leadership and discuss Geert Hofstede's model of cultural differences.

The program's ambition is that IKEA's grounded and value-driven approach could help you refine your own authentic leadership.

Sincerely,

Staffan J.

P.S. The photo on the cover was taken in 1991, in a pub in Birmingham, with IKEA Founder Ingvar Kamprad (left) and me (right).

Program 29th April 2025

16:30 - 21:00 | [Meet and greet and medieval dinner](#)

Staffan Jeppsson will kick things off with a comprehensive preview of the next two days, laying the groundwork for engaging discussions. Everyone will be guided through thoughtful questions to build connections. As night falls, we'll enjoy a medieval dinner - a perfect end to a day of first meet and greet.



Program 30th April 2025

09:00 - 12:00 | IKEA Culture, Spirit, Values and Leadership

This session will delve into the core values and leadership principles that have shaped IKEA into a global icon. We'll explore IKEA's unique Swedish history, its foundational "Testament of a Furniture Dealer", and the guiding vision of Ingvar Kamprad. Participants will gain insights into the IKEA Concept - a blend of simplicity, sustainability, and customer focus.

We will also learn about IKEA's legal structure and the company's approach to decentralized decision-making. Looking ahead, we'll also discuss IKEA's future, examining how its values and leadership will continue to drive growth and innovation in a rapidly changing market.

Topics covered: Swedishness; Swedish leadership; IKEA history and roots; What is IKEA?; Basic ideas behind IKEA concept; The Testament of a furniture dealer; IKEA Values; Sustainability policy; Purpose with the legal set-up; Ingvar Kamprad's leadership; Some words about the future.

12:00 - 13:00 | Breakout exercise: Explore your Spirit, Culture and Values

13:00 - 14:30 | Lunch

14:30 - 16:30 | IKEA Concept Development, Monitoring and Identity

We will discuss what defines the IKEA Concept from the customers perspective and from the coworker's perspective and how conceptual matters are followed up.

Topics covered: IKEA values; The IKEA Retail Concept Description; Conceptual mandates; How to evaluate a store's performance, coworker's satisfaction, leadership performance and customer perception of IKEA; 'In the footsteps of Ingvar Kamprad' (store visit)

16:30 - 17:30 | Breakout exercise: Concept, identity and monitoring methods

18:00 - 22:00 | Backyard Grill

Enjoy locally sourced ingredients and a curated selection of meats and vegetables, while connecting to all participants.

Program 1st May 2025

09:00 - 11:30 | Feedback and Coaching the IKEA Way to the 4-room Model

The IKEA Way approach to feedback and coaching, rooted in openness, respect, and continuous improvement. We'll explore the 4-Room Model, a powerful framework for navigating change and problem-solving, fostering innovation, and supporting personal growth. It will empower leaders to guide teams through transitions and inspire progress.

11:30 - 12:00 | Breakout exercise: Working with the 4-room model

12:00 - 13:00 | Leadership lessons from IKEA's founder: Legendary Letters

Staffan will address the "Legendary Letters" - a useful compilation of lessons from IKEA's founder Ingvar Kamrad. Background, purpose and anecdotes.

13:00 - 14:30 | Lunch

14:30 - 15:30 | My Conscious Leadership

ITwelve personal principles that have shaped my approach to leadership during 30 years in IKEA, emphasizing integrity, empathy, and purpose.

15:30 - 16:00 | Breakout exercise: leadership style

16:00 - 17:00 | Managing Cultural Differences

Managing cultural differences is one of IKEA's advantages, with 476 stores in 63 different countries. I have worked and lived in Sweden, Canada, France, Belgium, Denmark and went all over the globe visiting stores with Ingvar Kamrad. We are going into Geert Hofstede's study on cultural differences, providing valuable insights into how cultural dynamics influence leadership styles and workplace interactions.

17:00 - 18:00 | Closing Q&A

Date

Due to force major stuff we need to reschedule this retreat. Please reach out to us if you have any question: antonio@businessretreats.net

Audience

15 Executives

Venue

Convent of Christ - Unesco World Heritage
Tomar, Portugal

Accommodation

Vila Galé Hotel Collection Tomar

Admittance

4800€ +VAT

vat 0% for international companies
vat 23% for portuguese companies

Package

Meet & Greet 29th April 2025
2 Day Course 30th April & 1st May 2025
Slide Deck + Workbook
2 Night-accommodation
Breakfast, Lunch, Dinner & Coffee-Breaks
Backyard Grill Experience
Signed Certificate
Airport & Hotel Transfer

Contact

António Ferreira
+351 914 793 351
antonio@businessretreats.net

Testimonials From Past Retreats

Global CEO, Manutan Group

Engagement at this personal level with everyone is extremely valuable. It's clear to me how the instructor does it and I'm quite confident that I can cascade it into our organization.

CEO, h3 Real Food Group

It was a privilege attending this masterclass, conducted by Arc Business Retreats. Learning from the instructor expertise provided invaluable perspectives on management systems.

CFO, Sonae Arauco

The attention to detail and professionalism were exceptional, making the experience informative, practical, and enjoyable. The high-quality program reflected a deep understanding of best management practices.

Head of People, Modelo-Continente

I believe there is a tremendous value in the networking we engage with one another, and there is also value in the selfless sharing of the practices each of us has been implementing.

Backyard Grill

Immerse yourself in our Backyard Grill Experience, where premium cuts of meat are expertly grilled to perfection, and lively music sets a vibrant backdrop for engaging conversations. This relaxed, informal setting invites you to savor delicious flavors while deepening connections and reflecting on the day's insights.



Managing The IKEA Way Workbook

Receive a high-quality printed manual, meticulously crafted to capture all the methodologies and strategies shared throughout the masterclass. This valuable resource will serve as your guide, helping you implement the principles long after the retreat concludes.



Airport Transfer

Experience seamless airport transfer with our dedicated team, who will ensure a smooth and comfortable journey to Tomar. From the moment you arrive, relax as we take care of every detail, guiding you effortlessly to Tomar, so you can focus on the incredible experiences that await.

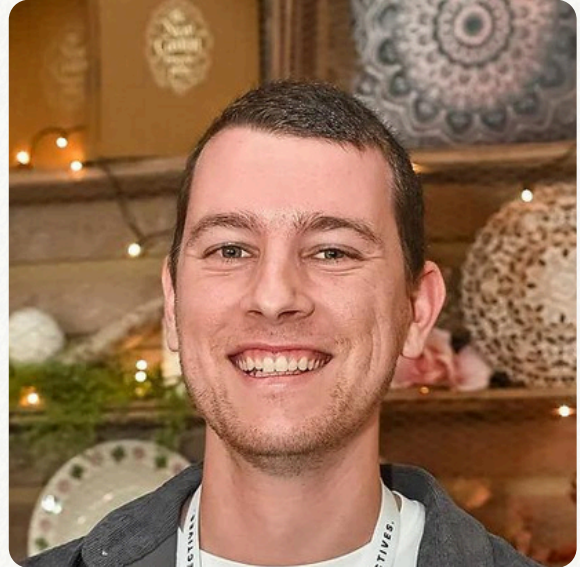


Arc Business Retreats Comittee



António Ferreira

Co-Founder
antonio@businessretreats.net



João Cascão

Co-Founder
joao@businessretreats.net



Liz Muller

Former Senior Vice President at Starbucks



Paula Arriscado

Brand & People Director at Salvador Caetano
(Toyota)

