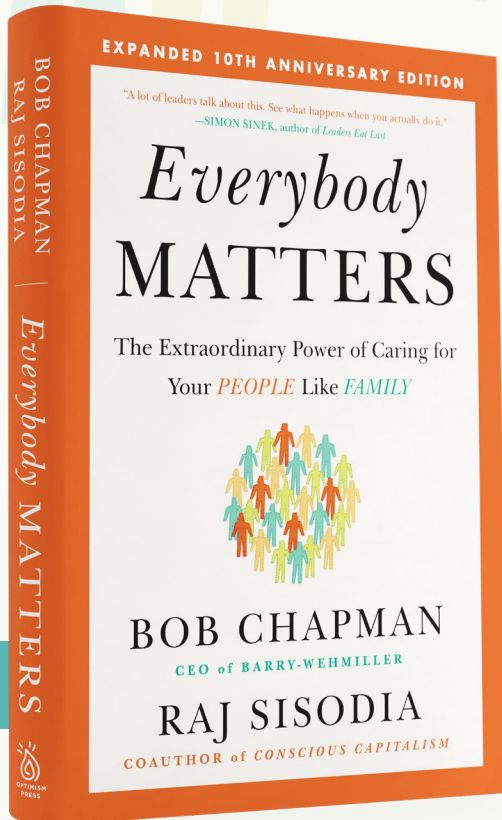


THIS IS A SPECIAL PREVIEW
EXCERPT FROM



Everybody MATTERS

The Extraordinary Power
of Caring for Your
PEOPLE Like *FAMILY*

BY BOB CHAPMAN & RAJ SISODIA

To get your full copy and for more information,
go to everybodymattersbook.com

CHAPTER 14

A Bigger Stage

In September 2022, I found myself sitting on a bench inside the United Nations, preparing to address one of the most esteemed global audiences of my life. I arrived four hours early to focus on my thoughts, keenly aware of the significance of the moment. I had been invited to share the message of Everybody Matters and the philosophy of Truly Human Leadership at the United Nations's Transforming Education Summit, as part of a panel organized by Principles for Responsible Management Education (PRME). It was a unique opportunity to amplify this message which I have been blessed with.

As I sat there, the weight of the opportunity settled in. When I was young, the United Nations represented something monumental—a beacon of global unity and hope in the aftermath of World War II. The opportunity to speak before this iconic body filled me with a proud sense of responsibility. There is still a part of me that marvels at how Bob Chapman, a kid from Ferguson, Missouri, who once aspired only to be an accountant, was given the opportunity to deliver such a profound message on a global stage.

By then, it had been almost fifty years since I had become president of Barry-Wehmiller, following my father's untimely death in 1975. Twenty years had passed since we'd first articulated our

company's cultural vision with the Guiding Principles of Leadership. Seven years had elapsed since the initial publication of this book, which chronicled my journey and our company's cultural transformation.

Barry-Wehmiller has evolved and will continue to evolve. When Everybody Matters was first published in 2015, our company generated \$1.7 billion in annual revenue and had completed nearly 100 acquisitions. Now we're approaching \$4 billion in revenue and almost 140 acquisitions. By the time you read this, those numbers will certainly be outdated. Our growth reflects not just the success of our business model, but also our steadfast commitment to measuring success by the way we touch the lives of people.

Before 2015, I gave about a dozen speeches annually, primarily to manufacturing groups. Today, I speak fifty to sixty times a year—virtually and in person—to a global audience, including members of the US Congress, the US military, global CEOs, the health care industry, and leading academic institutions like Harvard University, Fordham University, and Washington University in St. Louis.

The speech at the UN was a crowning achievement of my career—I was humbled by the warm reception of such a

distinguished audience. Shortly after, I was honored to receive the Tharseō CEO of the Year award from the Society for Human Resource Management (SHRM) Foundation. SHRM—the world’s largest HR professional society, representing over 300,000 HR professionals and impacting 115 million workers globally—created this award to honor leaders demonstrating innovative and impactful business practices that contribute to better workplaces and a better world. While I’m not a fan of terms like “human resources” and “management,” I deeply resonate with SHRM’s tagline: “Better Workplaces. Better World.”

Such recognitions are not about me personally; they are a testament to our vision and the dedication of Barry-Wehmiller’s team members, who live our culture through their actions every day. They prove that a company can create economic value while treating people with care and respect, honoring their dignity, and enabling them to enrich their relationships at home and in their communities.

When Everybody Matters was published in 2015, it was an idea whose time had come. My coauthor, Raj Sisodia, was already a leading voice advocating for people-centric leadership through his books *Firms of Endearment* and *Conscious Capitalism*. By 2019, even the Business Roundtable—a group of 181 CEOs—had redefined the purpose of a corporation to include all stakeholders, not just shareholders. Our story has been featured in countless podcasts, guest columns, and leadership books. Barry-Wehmiller’s culture is the subject of a best-selling

Harvard Business School case study, taught in over 70 universities worldwide.

Yet there is still a crisis of leadership in the world. The message of Truly Human Leadership continues to resonate, and it illustrates the hunger for a vision of a better world. The nonprofit my wife, Cynthia, and I founded, the Chapman Foundation for Caring Communities, continues to teach Barry-Wehmiller’s transformative listening skills class to local governments, nonprofits, churches, and community organizations. Meanwhile, our consulting arm, Chapman & Co. Leadership Institute, helps businesses transform their leadership and cultures. We have also begun partnering with educational institutions to help create citizens of the world who have a unique blend of academic skills and human skills before they become the leaders of tomorrow.

The publication of *Everybody Matters* marked a seminal moment in my journey. By sharing Barry-Wehmiller’s story, I wanted to illustrate the profound impact organizations can have on people’s lives. This expanded edition aims to share more of our journey to include our profound learnings since the original publication. Above all, it seeks to ensure that the revelations leading to Truly Human Leadership endure far into the future. My hope is to inspire a movement of caring that outlives us all.