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The Anti-CEO Playbook: How Chobani's Founder Asks Leaders to Embody the Principles of Drucker's Management as a Liberal Art

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In the fast-paced landscape of the modern business world, traditional leadership models are being challenged like never before. Peter Drucker's Management as a Liberal Art has long since asked businesses to do better. To take responsibility, acknowledge their place and power in society, and prioritize their people.

Enter The Anti-CEO Playbook. Chobani founder Hamdi Ulukaya's groundbreaking **TED talk** presents a refreshing and thought-provoking approach to leadership. One that goes against the grain. But not against Drucker's Management as a Liberal Art principles.

Ulukaya encourages us to toss out the business playbook. And to, instead, adopt a new one.

These concepts will challenge your assumptions and inspire you to think outside the box. Get ready to rewrite the rules and redefine what it means to be a great leader in the modern world.

From Profits to People: Why it's Time for a New Playbook

In a world where profit margins often dictate business decisions, Hamdi Ulukaya donned his metaphorical cape and became an anti-hero of today's business world.



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Anti-hero: “a person who takes a different path to do things right.”

In 2005, Ulukaya purchased a failing yogurt plant. One that none of its previous big business owners could save.

Today, you may recognize the name – Chobani. **America’s No. 1 yogurt brand.**

It wasn't just the product that set Chobani apart. It was Ulukaya’s commitment to his community, his employees, and to making a difference.

By giving shares to employees Ulukaya fosters a sense of ownership and community. Chobani’s engagement with refugees and local communities underscores its commitment to social responsibility. And Ulukaya’s success demonstrates how the principles he and Drucker advocate for can create not only thriving businesses but also flourishing societies.

The Pitfalls of the Old Playbook

Chobani’s success highlights how important effective leadership is. And it shows us the flaws in the old playbook. The one businesses and leaders have been living by for the past 40 years.

It’s time for a change.



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The age-old playbook hinges on the practice of putting profits above all else. It has CEOs reporting to shareholders first. Putting their interests above those of the consumer and the communities where they do business.

The current playbook doesn't teach you how to be a noble leader. It forces you to be beholden to profits. This approach has led to a disconnect between businesses and the societies they operate within.

If the current playbook is broken, the Anti-CEO Playbook is the solution.

The Anti-CEO Playbook

In his [TED talk](#) Ulukaya puts it simply: “When you're right with your people, community, and product you will be more profitable and innovative. You will have more passionate people working for you. And a more passionate community to support you.”

That is what the Anti-CEO playbook is all about.

Prioritize People Over Profits

Ulukaya tells us there is a difference between profit and true wealth. For any business to rise above a profit-first model, it must prioritize its people. Leaders must take care of their employees first.



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Prioritizing “dignity of work, strength of character, and the human spirit” is what sets exceptional leaders and exceptional organizations apart.

Community

The new way of business focuses on community. Instead of asking the surrounding communities for incentives or tax breaks for your business, seek out communities that you can be a part of.

Ask – “How can I help you?”

Ulukaya believes that businesses are in the best position to make a difference. To make real change. And that they have the responsibility to do so within their communities.

Accountability & Ethical Leadership

It’s time for CEOs to make a change. To take a different approach to accountability. Instead of being beholden to shareholders, Ulukaya encourages us to think about the consumer.

Consumers have the power of choice. To choose your product over another. When you recognize their place in the success or failure of your business, you start to create change.

When you follow the Anti-CEO playbook you’re not beholden to corporate boards. But are, instead, giving back to your consumers and your community.



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Exceptional Management Principles

Ulukaya's approach to business aligns seamlessly with Drucker's ethos. Emphasizing a shift from profit-driven models to ethical and community-oriented management practices.

Management as a Liberal Art urges organizations to recognize their role in shaping society. And fostering a sense of responsibility toward it. The Anti-CEO playbook asks you to do the same.

In his book **Management: Tasks, Responsibilities, Practices**, Drucker first introduced the concept of Management as a Liberal Art. Arguing that effective management requires a deep understanding of culture, society, and human behavior. And that in order to be an effective leader you must not seek only to maximize profits, but also to contribute to the well-being of society. Ulukaya's view resonates with Drucker's. Asking you to consider the broader impact of decisions and the power of choice. Both believe that a well-managed organization respects the individual dignity of its workers. And also seeks to provide meaning beyond financial gains.

To be an effective leader you must toss out the old playbook.

You must –

- Treat employees as assets rather than costs. A company's success depends on the quality of its people. And their ability to work together towards a common goal.
- Acquire a deep understanding of the business and the impact of its actions. Effective leaders have a responsibility to make informed decisions that benefit the organization and its people.



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- Take a holistic approach to problem-solving. Consider the long-term consequences of your decisions. As well as the social and ethical implications.
- Be a lifelong learner. Constantly seek to improve your knowledge and skills, adapting to the changing needs of your organization and the world at large.

**Embracing Drucker's MLA & Ulukaya's Anti-CEO Playbook for Success in the Modern
Business World**

In an increasingly interconnected and complex world, businesses and leaders can no longer afford to ignore their responsibility to society and their people. And many have recognized the value of a new way of thinking.

These visionary concepts challenge us to rethink the purpose of business. And to embrace a new era of management.

Hamdi Ulukaya's TED Talk and Peter Drucker's Management as a Liberal Art converge in their call to prioritize people over profits for a healthy, and well-functioning organization. And to see a business' place within society as having a responsibility to build better.

It's time to challenge your assumptions. Think outside the box. And embrace the principles of the MLA and the Anti-CEO Playbook in your own management style. Rewrite the rules, become the anti-hero, and redefine what it means to be a great leader in the modern world. The body



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