

## INTERVIEW JOEY HAVENS

Author, Speaker, Christian, Leader, CPA, CGMA



**JOEY HAVENS** has a 30+ year history of growing leaders and elevating others based on a personal purpose of helping people see and realize their full potential. He recently retired from HORNE, a top 25 CPA firm, after serving in several roles since joining them in 1984, including as an executive partner where he led more than 2,000 team members to build the Wise Firm, HORNE's people-first culture.

Joey actively challenges the mainstays of business culture and strategic planning. He advocates for growing leaders faster using holistic approaches and intentional sponsorship. In addition to his weekly beBetter blog, he is the author of numerous white papers and articles, including "Becoming the Firm of the Future," published by AICPA. He has coauthored four books during his career at HORNE, including his newest *Leading with Significance: How to Create a Magnetic, People-First Culture*.

Joey is an active member of CPA Practice Advisor's Top 30 Thought Leaders, where he works with other accounting professionals to help lead and shape the industry. Joey is a frequent presenter/teacher/facilitator on creating a culture of belonging, strategic planning, and leadership development and loves to teach young professionals the "ABCs to Outstanding."

He currently serves on the board of The Mustard Seed, a Christian community for adults with developmental disabilities, and Empower Mississippi. He is a past board member of HORNE LLP, Friends of Children's Hospital, JDRF, Make-A-Wish Foundation, and AICPA Women's Initiative Executive Committee. Joey earned a bachelor of business administration from the University of Mississippi. He attends St. Francis Catholic Church with his wife, Cathy.

To learn more please visit [joeyhavens.com](http://joeyhavens.com)  
Connect on [Twitter](#), [LinkedIn](#), and [Instagram](#)

**Drawing from his expertise and key themes in *Leading with Significance*, Havens is available for interviews, articles, and commentary on multiple topics including:**

- Building A Sense of Belonging Within an Organization and Its Impact on Diversity and Inclusivity Initiatives
- Building A Magnetic Culture: How Leaders Can Evaluate What Aspects of Their Existing Culture Are Worth Retaining
- Evaluating How Faith Is Reflected in Leadership and The Role It Plays in Building a Magnetic Culture
- How Leaders Can Implement Internal Mentorship and Coaching Relationships Within Organizations
- What It Means to Learn Fast, Learn Forward, And Learn Together
- Finding Value in Failure and Learning from Previous Career Mistakes
- The Wise Firm: How Naming Your Culture Can Help It to Take Root
- The Future of Work: Wise Firms Versus Foolish Firms
- Why “Good Culture” In the Workplace Is Not Good Enough
- Why Perception Matters When Building Trust as A Leader
- Secrets To Success: How Building a People-First Culture Is the Key to A Successful Company
- Flexibility Is a Privilege: How to Determine the Right Approach for Your Team
- Inspiring Leaders to Trust in The Good of People While Being Intentional
- The Future of Work: Exploring What a Magnetic Culture Looks Like
- Exploring Whether “Fearless, Unrivaled Flexibility” Should Be Adopted by All Companies

## DISCUSSION TOPICS:

**Be intentional to help create a strong sense of belonging for every team member.** Leaders ignite a sense of belonging when they are vulnerable and trust in the inherent good in people while they serve and demonstrate caring in intentional ways. It’s not about fitting in, it’s about the courage to be you and encouragement to use your unique strengths to seek your full potential. Leaders must trust first. Magnetic energy begins when team members feel safe and begin to provide discretionary focus and efforts. Respect, appreciation and recognition are hallmarks for a strong sense of belonging. Sponsorship, advocacy and full potential coaching are intentional ways to grow our sense of belonging.

**The first step in everyone’s journey to a magnetic people-first culture is embracing the ugly reality that good culture is not good enough. Every good culture has areas that simply stink.** How good can your culture be? Culture does not rise to the vision or values you aspire to; it falls to the behaviors that you tolerate or allow. People have different experiences and we

must seek to understand those differences. #beBetter Creating magnetic people-first culture is a daily journey where you are stronger each day. In the words of Walt Disney, Disneyland will never be finished and neither will a magnetic people-first culture.

**Every voice counts. Be intentional in seeking feedback and understanding individual experiences.** Providing safe confidential ways to listen to and capture feedback from every team member is key to understanding your unique journey. Seeking regular feedback and encouraging collaboration on solutions brings high trust and engagement. Our goal is not to make everyone happy, it's to have a workplace where people can choose to be happy.

**Flexibility is about the autonomy to influence how, when and where we work.** The ability for a team member to have influence and a voice in how, when and where they work is a cornerstone to magnetic culture. Flexibility is unique to the individual, their role and their team. Flexibility is a privilege not a right. True flexibility is built on the principles of commitment, communication and trust.

**Every leader is in a fishbowl.** Seeing is believing and everyone sees the actions and words of leaders which are on full display. Leaders must swim in a sea of transparency. Only when leaders' actions align with the vision and values, will people truly find meaning and purpose in their work. Culture cannot rise above the actions of the leadership team.

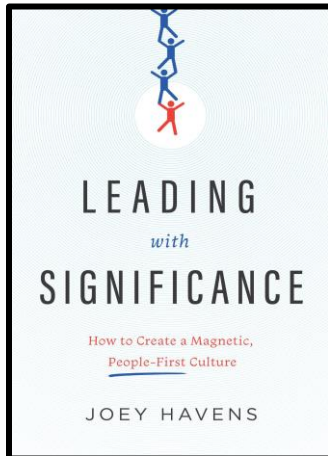
**God, Faith and culture intersect to provide the strongest sense of belonging.** Christian values of loving and caring for others are so fundamental to a magnetic people first culture. Serving each other builds trust and results in high performance. Compassion, humility, kindness and patience are all Christian virtues that promote a strong sense of belonging regardless of your personal faith. People are searching for workplaces with strong character and a vision where they are building something bigger than themselves.

**One Conversation at a time.** No one person or leader can change a culture, yet every leader and every team member can influence a positive direction. Creating a magnetic people-first culture is hard and slow, yet the benefits are enormous. Literally, every conversation makes a difference. You will struggle to see progress in a month, yet in a year, the difference will be evident to everyone. There are no perfect cultures and you are not chasing perfection.



## ABOUT THE BOOK

### *Leading with Significance: How to Create a Magnetic, People-First Culture*



Can a magnetic culture elevate you to unparalleled performance?

Your journey to a magnetic culture starts by recognizing that good culture simply isn't enough to drive top performance. With uncertainty swirling around every corner in the world today, team members are reevaluating their workplaces and walking out as they look past hollow promises and perks that are a mere temporary bandage. People are searching for teams with purpose, a compelling vision, and a sense of belonging where they can pursue their full potential and live their lives to the fullest.

In *Leading with Significance: How to Create a Magnetic, People-First Culture* [Greenleaf Book Group Press – June 6, 2023], Joey Havens breaks through the limiting barriers of common culture theory and shows, with great transparency, the real human emotions that elevate a culture to one that is genuine, enduring, and magnetic. Joey shares insights, failures, low points, lessons learned, and growth from his experience of helping lead the successful transformation of HORNE LLP's good culture to a magnetic, people-first culture based on the Christian principles of caring and service. Whether you are inspired by exponential growth, the power of inclusion, or attracting and retaining outstanding people, this book will inspire you to choose a journey toward significance.

*"The pulse of this book is how you can build and experience a magnetic workplace. It's a journey that dives into the core issues of creating a magnetic culture and pulls back the curtains to reveal the challenges and human emotions that become stumbling blocks for so many."*

- Joey Havens

## PRAISE FOR *LEADING WITH SIGNIFICANCE* & JOEY HAVENS

*“Joey does a great job sharing entertaining stories and real-life experiences to help you build a great culture that aligns with your mission and values. I’ve witnessed the culture Joey has built at his company, and now you too can benefit from his wisdom and experience. If you want to be part of building something bigger than yourself, this book is a great place to start!”*

—**Jon Gordon**, 13-time best-selling author of *The Power of Positive Leadership* and *The Carpenter*

*“During a season when every organization struggles with recruiting and retaining great talent while building a remarkable culture, Joey Havens has written the blueprint on doing all three well. This journey in *Leading with Significance* to build a magnetic workplace reveals not only where God, faith, and belonging intersect to create a magnetic culture but practical ideas and poignant stories to ensure you create it within your organization. Read it now. Thank me later.”*

— **John O’Leary**, #1 national best-selling author of *On Fire* and *In Aw*

*“Joey Havens has written one of, if not the, most compelling and in-depth books on culture and its power on organizational success today. The power of this book is not only the message, but that it is written from personal experience and showcases the long journey Joey took with his team to transform who they are as leaders and how they used their commitment and dedication to culture to transform their organization and their industry. Chock-full of stories, strategies, and ideas, this innovative read will not only keep you engaged, it will give you the motivation and ideas you need to implement this same type of transformation in your own business.”*

— **Meridith Elliott Powell**, top 15 business growth strategist, top 50 business speaker, and author of best-selling *THRIVE: Strategies to Turn Uncertainty to Competitive Advantage*

*“If you were to anticipate how strong a company’s culture needs to be to transform and thrive in the future, Joey Havens paints a beautiful horizon in his book, *Leading with Significance*. He not only takes us on a journey to see and feel the power of magnetic energy in the workplace; you will also find anticipatory nuggets to navigate our own unique journey. Learn how a people-first mindset creates a strong sense of belonging where team members connect their purpose, values, and dreams and give discretionary efforts for innovation and high performance. Being anticipatory is threaded throughout this journey to build a powerful magnetic culture. Read this book today!”*

— **Daniel Burrus**, author of seven best-selling books, including the *New York Times* and *Wall Street Journal* Bestsellers *Flash Foresight* and *The Anticipatory Organization*