

SHOW NOTES

LeaderImpact Podcast Ep. 7 Esther De Wolde

Esther's company - [Phantom Screens](#)

Books mentioned:

- *More than Your Business Card* by Garth Jestley
- *The 7 Habits of Highly Effective People* by Stephen R. Covey

How to connect with Esther:

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Show Notes:

- Grew up in Abbotsford and wanted to be a veterinarian. Went to a school in Iowa and realized that she was getting good marks in accounting. Ended up getting her Certified General Account designation.
- Helped one company install their first computer system. That company, a pizza franchise, offered her a job to be their director of finance so she switched to industry and go out of public accounting.
- Married to her husband for 35 years. And 2 grown daughters.
- Professional career:
 - The pizza company was spinning off companies and they were becoming vertically integrated, and Esther was involved in these companies.
 - One of the companies they bought was a retractable screen company, which is now Phantom Screens.
- Her work was demanding more of her time and
 - Because of the demands of her work and her husband's schedule, they were "two ships in the night" and did not see each other.
 - She was doing a good job so she was getting compliments on her work. This was different from growing up where "no news is good news" and there were not a lot of compliments. When she started to get more attention for her work, she started to go off track
 - They were doing well financially and on the outside it looked like they were doing very well, but inside she knew that she was not living a life consistent with the Christian values she grew up with. She started to develop unhealthy relationships outside her marriage and needed a wake up call to change.
 - Her work became addictive and she realized she was a hypocrite
 - She was driving home on the freeway, when she had a powerful encounter with God that made her realize she needed to make significant changes in her life. It

- took her several months to take herself out of some situations and begin changing. It didn't happen right away.
- The values of her company
 - Shortly after her encounter with God, he was invited to the Billy Graham Training Center for executives on faith in the workplace. She can't remember where the invitation came from! There she learned how to make her faith in the workplace real. It is about setting your values and ensuring everyone understands those values are to be lived out not just hung on a wall.
 - She wrote out her corporate values, which have Bible verses attached to them, but are written in a way that anyone can embrace them. It is her role to hold herself and those working with her accountable to those values. The values become a recruiting tool to employees, but also to distributors.
 - From those values their purpose and a mission as a company flows.

“Your values become a road map for your behavior.”

- What is some of the best professional advice you have received?
 - She went to a consultant to get help with an employee. She explained the situation with the consultant, and he told her that the problem is her! Often what you see as a problem in others, you need to look in the mirror first because often it comes from your own leadership.
 - Get involved with an executive coach.
- What is the Number 1 priority in your company right now?
 - Employment. There is a global labor crisis. From that production quality suffers, along with other issues. Finding people for entry level jobs is very difficult right now.

“Life is not fair, but God is good!”

- Where are you now spiritually?
 - She still goes through peaks and valleys. Right now she would say she is going through a valley.
 - Aware of the brevity of life, how life can change in an instant
 - Feeling humbled and awe inspired because she feels God is very much in control right now.
 - She feels the responsibility to not feel angry as a reflection on what God is doing in her life and hopefully people who see what she is going through will see God through her.

“There are times when you need to speak up and share what is giving you your strength.”

- The importance of LeaderImpact in her life
 - Was able to talk with people in faith and work
 - Learn from others
 - She is used to being the only woman in a room, but the last group she was involved in was a women’s group which provided a different dynamic than what she was used to. There are extra components to being a woman leader.
- What is the faith legacy you would like to leave?
 - She doesn’t need people to remember her, but she wants people to remember what gave her hope. How God was a part of her life and how it impacted others.
 - She worked with one individual who was hesitant to join their organization because he was an atheist. She welcomed him to the team. He was with them for 5 years and there is a major project that they work closely on. They were flying back and forth to Alabama once a month. They had many great conversations together. He wanted to go to church with Esther one Sunday to experience a Southern Baptist Church, and the pastor gave a sermon that spoke directly to his heart. He could not speak for a few hours after the service, and when he did get his voice back, he asked Esther a lot of questions. They flew home and the next day he phoned her to tell her that he gave his life to Christ!
- What gives you joy?
 - Watching people develop the talents God has given them, whether they know God or not, and hopefully they will acknowledge God one day.