



Personal profile IKEA of Sweden

“Together with my team, it’s my job to make sure that the voice of the many people is heard throughout the organisation.”

Grzegorz Boruc, Deputy Research Manager at IKEA of Sweden

MY BACKGROUND

I’m from Warsaw, Poland and was born in 1973. I’ve worked at IKEA since 2005. My background and passion is research, strategic planning and marketing. For over five years I was Country Marketing Manager at IKEA Poland, complemented by my roles as Strategy and Research Manager and Deputy Store Manager. Before joining IKEA, I worked as a financial and brand consultant for multinational and local companies. I was also a journalist/analyst at leading information agencies. My education is in international business and economics from universities in the United States and Poland.

WHAT I DO AT IKEA

I’m responsible for consumer intelligence. I and my team make sure that the voice of the many people is heard throughout the organisation.

WHAT INSPIRES ME

I’m curious about people, about what motivates their behaviours, about their dreams and wants. Being able to contribute to the fantastic IKEA vision of creating a better everyday life for the many people truly inspires me. It’s directly connected to my work, as it’s only when we truly understand “everyday life” that we can know what “better” means.

MY THOUGHTS ON DEMOCRATIC DESIGN

I was in a leadership training that combined working on personal and group development with an actual team assignment. Our assignment was about the role of low price in Democratic Design*. But it pushed us to discover the totality of this magical IKEA mix that’s the recipe for our uniqueness. It can only work when all five elements of Democratic Design are in place, as it’s the combination and not just one element alone that makes it unique. The Democratic Design approach explains how low prices at IKEA are really low prices with a meaning.

WHY I LOVE WORKING AT IKEA

The culture, the atmosphere, the space for out-of-the-box thinking... despite it being a very well-defined box!

A FAVOURITE IKEA PROJECT

The one I’m working on now. I’m contributing to defining a new way of working with research input, where gut feeling is combined with and supported by facts – a way of consolidating consumer knowledge and insights. What makes it exciting are all the opportunities connected to truly listening to people and discovering the unspoken, to seeing not only how the many people around the world live now, but more importantly: how they would like to live in the future.

HOW IKEA CAN STAY INNOVATIVE

By listening to both the spoken and the unspoken, by finding unobvious connections that provide real insights into the many people’s lives...and then applying that knowledge to actions that aren’t so obvious, either.

MY BIGGEST MISTAKE

Not building enough true common ground internally around a ground-breaking strategy. Had I established that common ground initially, it would have made everybody’s lives easier. An important lesson for the future!

** The IKEA approach of always considering form, function, quality, sustainability, and low price in order to make better everyday products for more people.*