

Beeline - Lead the way

How to lead with purpose and clarity to drive change, create thriving working cultures and deliver business results that matter

Welcome to our leadership podcast from The Hive Change Consultancy, hosted by our CEO, Andrew Tilling

These conversations with experts in organisational performance are specifically for people looking to lead transformation. If you want to help your organisation make a better impact, this is for you.



Beeline

The Hive

Transforming working cultures to
deliver results that matter

Beeline Podcast Season 1 Episode 6

Guest: Jo Zeevi-Green
Head of Corporate Partnerships at
BBC Media Action and Founder
and Trustee of [Dig Deep](#) in Kenya

Notes and Resources



Beeline





If you are a business looking to build meaningful and impactful partnerships that will nurture mutually beneficial ESG and CSR projects...

When it's **not** working, you'll see these things:



From the donor's point of view:

- › Charities that are looking purely for monetary donations with no partnership opportunities
- › Charities that have fixed agendas that don't allow for creative and strategic projects
- › Charities whose targets aren't SMART
- › They have little interest in **your** story and **your** motivation to connect
- › There is a lack of financial transparency
- › Their storytelling is inconsistent or weak
- › They don't have the infrastructure to support partnership opportunities

From the charity's point of view:

- › The organisation is looking to make quick fix to tick an ESG or CSR box. (green washing)
- › The organisation's product does not align with your story and your purpose.
- › The organisation has limited resources to manage something more than a tokenistic donation.
- › The organisation doesn't have buy in across all levels of their business.
- › The work involved outweighs the benefit.
- › It isn't clear how the organisation makes a positive impact
- › They only have capacity for practical support not monetary (ultimately, the money matters)
- › A partnership that is counter-productively restrictive and ties into too many dependent outcomes
- › Unclear intention



A white rectangular sign with a yellow diamond-shaped warning symbol in the center. The symbol has a black border and the words "WORK IN PROGRESS" written in black, bold, sans-serif capital letters. The sign is attached to a metal fence with two small metal fasteners at the top corners. The background is a blurred outdoor scene with green foliage and a building in the distance.

WORK IN
PROGRESS

When it **is** working.
You'll see these
things:

- ↻
- > Opportunity to think creatively and collaboratively
- > Organisations have specific expertise that can be woven into the project.
- > Strategic partnership that has room to grow
- > Aligned priorities
- > Buy in across all levels and stakeholders
- > Joint MEASURABLE objectives and clear tangible outcomes that meet those objectives
- > Linking goals to connect to the bigger picture i.e tie into the UN sustainable development goals
- > There is the opportunity and capacity for open clear regular dialogue
- > Trust is abundant
- > The partnership builds loyalty and credibility with clients (and inevitably wins business)
- > People associate your brand with a good cause
- > People want to work with you and for you
- > There are multiple support opportunities for your entire corporate community to embrace. i.e volunteering, advocacy, sponsorship, utilising pro bono products and services.
- > There is a tangible return on investment
- > There's also a strong element of CASH donations, which demonstrates strong commitment and partnership
- > Unrestricted donations that allow agility



So, what is the **Beeline** to building meaningful and impactful partnerships that will nurture mutually beneficial ESG and CSR projects and opportunities?



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The Beeline to building meaningful and impactful partnerships that will nurture mutually beneficial ESG and CSR projects and opportunities:

Communicate

- › Take time to research, listen and invest in conversations to ensure complete alignment before committing.
- › Connect with stakeholders in the environment you are hoping to impact, involve them from the start. This builds capacity by increasing influence.
- › Have conversations that are open, honest, and transparent enabling a meaningful partnership that breeds trust
- › Ensure you have capacity to assign relevant representatives who will nurture healthy communication and robust relationships

Align

- › Find a charity who already has good community buy in; their work is welcomed and needed with a cause that aligns well with your business priorities, so that it makes sense to your employees and they can get on board
- › Ensure your organisation has good internal buy in
- › Create a strategy that is going to be integral to your business

Commit

- › Ensure you have a courageous and fully committed attitude that enables creativity and innovation
- › Be aware of overpromising



Jo Zeevi-Green

Dig Deep Christmas Fundraising Challenge:

<https://www.digdeep.org.uk/big-give-christmas-challenge>

Dig deep:

<https://www.digdeep.org.uk/>

You can find Jo on LinkedIn here:

<https://www.linkedin.com/in/jozeevi/?originalSubdomain=uk>

Need some support?

We have created some useful and insightful resources to help you combat Burnout and find a way to resilience **[HERE](#)**



Contact us at the Hive, we're here to help.

[Contact - Consult The Hive](#)