

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 Series 3 Episode 1

How to win with entrepreneurial
servant leadership, & constant
creativity.

Guest: Daniel Hammond,
Entrepreneur, author and ex paratrooper.

Notes and Resources





How to win with
entrepreneurial servant
leadership and constant
creativity:

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

↻ What bad looks like - As a leader:

- › Focussing on trying to make the business work for 'you' and not for your stakeholders
- › The culture of your organisation is competitive instead of collaborative
- › Allowing yourself to be the one critical point of failure
- › Only seeing the story that your managers tell you
- › Your employees outgrow the business because you are not taking them with you
- › Your leaders are taking care of the macro level of the business, instead of the micro
- › Tasks filtering down the ranks without explanation or clarity, so that the 'why' is lost in translation
- › The organisation is limited by 'your' knowledge and skills because you don't allow learning and failure
- › Solving problems without looking at why the problems are there in the first place
- › Your sales teams treat all customers the same
- › Lack of clear embedded values
- › A top down leadership model
- › Magpie leadership - always searching for the next innovative system or solution without input from your teams



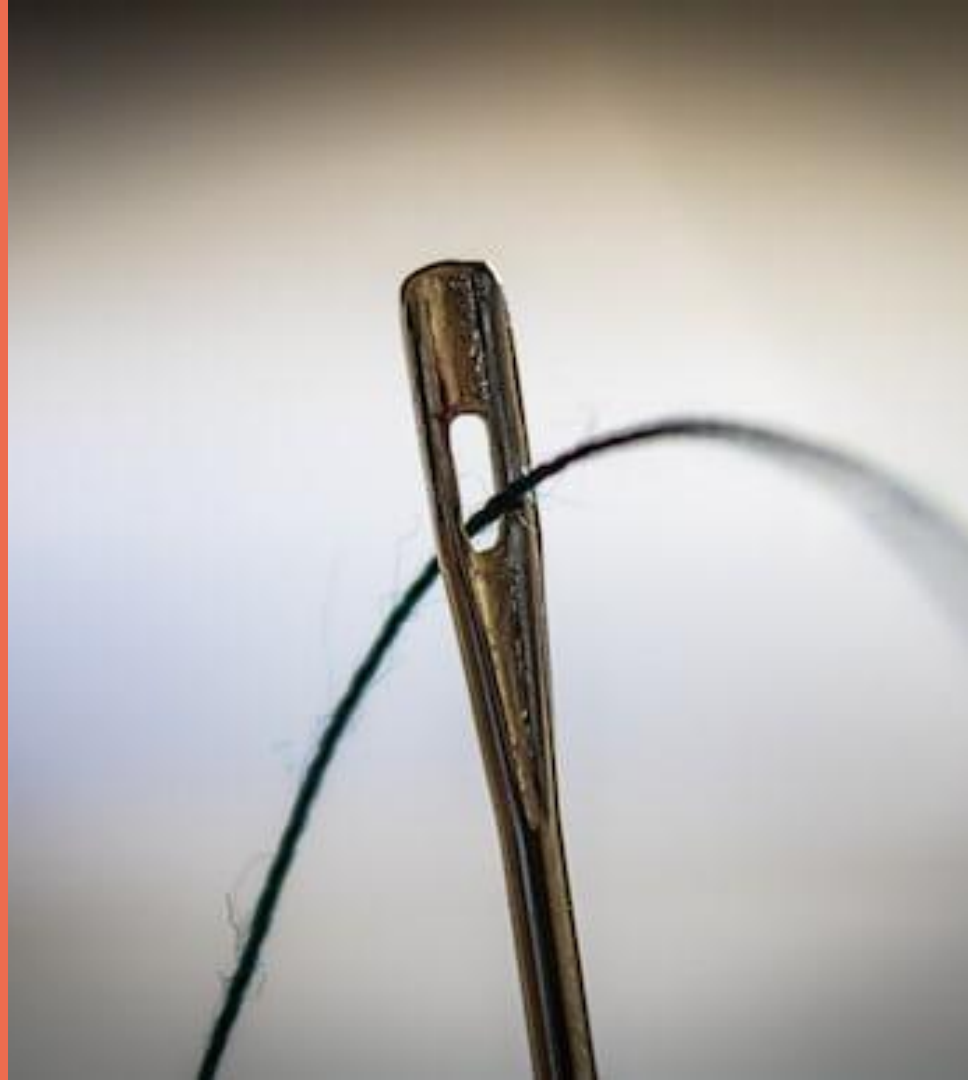


When it **is** working.
You'll see these
things:



What good looks like:

- > Yours is a self evolving company
- > You practice customer driven leadership
- > Your sales team know that each client has different needs, values and priorities
- > As a leader your vision is big bold and clear and everyone in your organisation is working towards that vision at every stage of the process
- > As a leader you regularly ask your teams 'What do you need from me'
- > Your leadership teams are assessed by the quality of the teams they are serving
- > Servant focussed leadership - Team A serves Team B who serves Team C who serves the customer
- > As a leader you understand the skills of every single member of your organisation, so that you know who is needed to solve which problem
- > At the end of each process - evaluate - how well did the managers live out the values of the organisation and how well did they support their teams?
- > Comparing your KPI's against the organisation's values
- > If you ask your customers if they know what your organisations values are - they will know through the attitude and behaviours of your team members
- > Each team has clear boundaries and rules in which to flex their muscles



So, what is the **Beeline** to winning with entrepreneurial servant leadership & constant creativity?



Beeline

The Beeline to winning with entrepreneurial servant leadership and constant creativity :

- › Create a vision which is 'NOW x10' and ensure that every member of the organisation is working collectively towards that vision so they feel they can grow with you
- › Involve your talent in procurement decision-making - IS IT:
 - a) Helping serve the customer
 - b) Reducing cost
 - c) Increasing efficiency
 - d) Building customer loyalty
- › Surrender control to empower your teams
- › Know your people - know who knows and ask for their input
- › Evaluate your processes and your leaders:
"Experience doesn't make you better, but evaluated experience does" *John Maxwell*
- › Make sure you can see all the risks and opportunities in your organisation that everyone else can see
- › Ask the question "if i didn't tell you how to do your job, how would you do your job?"





If you would like to know more or contact Daniel about the work he does:

You can find him on LinkedIn here:

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And you can access his website here:

<https://www.customerdrivenleadership.co/>

Find his book on Amazon [here](#)



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

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