### Collaborative Leadership

### What it is?

### No hierarchy

# People feel they can make a difference

### Marketing & Sales don't fight anymore

### Customers feel it

## People's power comes from their knowledge of the bizness and their ability to implement change.

### Not from their position.

### Teams now involve many more levels in the organization than they use to...

...and the some of the greatest change in the history of the world has come from people with little or no formal power... As a leader you'll need to lead...demonstrating how to work across "levels" and departments

## And a powerful tool that I often draw use is...

The better place

## Working Example:

### Technical Support (Help Desk)

# Give teams the freedom to make the journey their own...

## (curvy lady)

### What it is not?



Slow

### A union

Socialist

Swedish

### Typical Changes Before You Can Be Collaborative

Tear down walls

No private offices

Get real – communications...

Everyone has access to everyone's shit (budget for example) Eliminate key symbols of hierarchy example kill the Management Board

## Why do it?

## If your business is big enough...I guarantee...you don't know what is really going on

### Imagine everyone in your company working to bring your brand to life

# Fred, what is your proof that this bullshit works?

# Bite now commands a price premium vs. Tele2

### Collaborative Tools

(for you to start using not just cause I wanted to waste my fucking time on creating these slides)

### Stop, Start & Continue

GUBA

### **Start Doing**

- Being honest in our tv commericals
- Treating customers who cannot pay respectively

### **Stop Doing**

- Lying about why we fired someone
- Managers are always right even if they are wrong

### **Continue Doing**

- Fresh fruits in morning
- Bite parties
- Monthly company meetings

#### Good

- Euro was implemented and works
- Communication in the team
- Gave everyone 50 euros in cash

### Ugly

 Forgot about some kinds of prepaid reload types

More for a process review, project or product launch...

#### Bad

• IT guys did not get enough praise

### 75/48 Rule

### Don't use in 48 hours, 75% of its gone...forgotten or drank away at the party tonight...

## Bad new for you...it's Friday...

## You

### have NO hope of improving your

## leadership style based on this

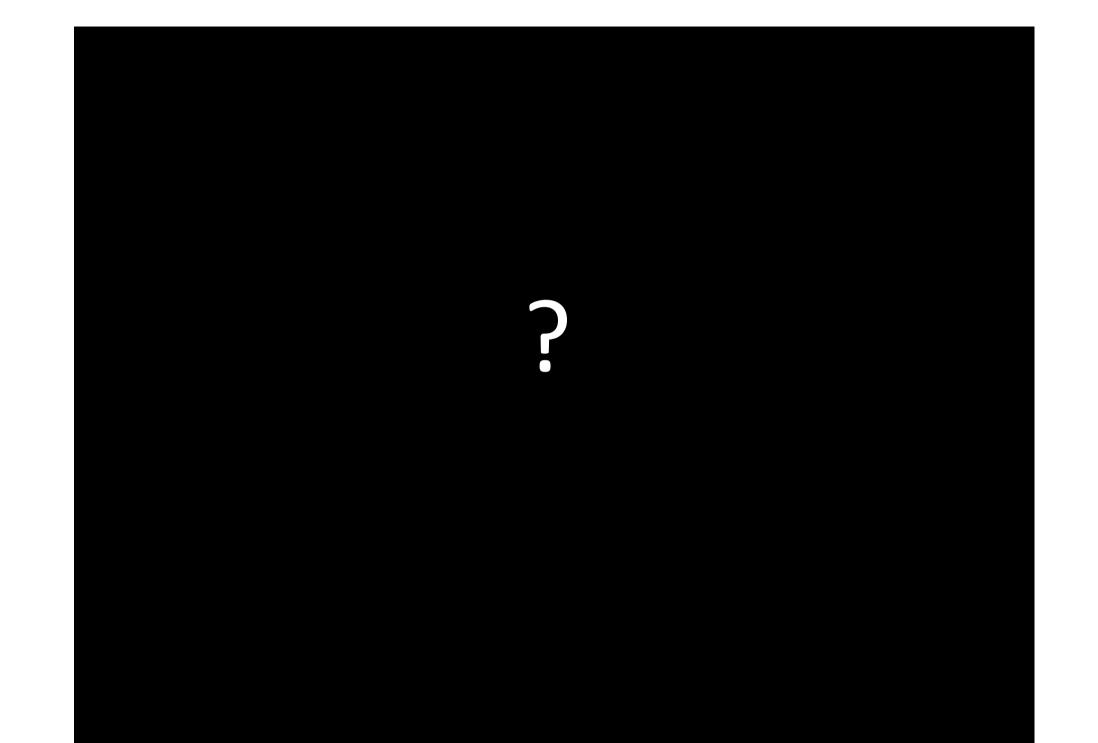
conference

### All may not be lost...

#### Partner in Crime - Exercise

### I DON' T CARE WHO YOU ARE

If you don't implement one change from this leadership conference, I will find you and I will kill you



#### Other good things I've learned...

 Don't do bizness cases...rather try it. If it works keep doing it. If it does not stop.

 Powerpoint is the worst form of communication in the history of bizness