

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
business 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?

Chaotic

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 commercials
- Treating customers who cannot pay respectfully

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

More for the how...team, environment

Good

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

Bad

- IT guys did not get enough praise

Ugly

- Forgot about some kinds of prepaid reload types

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

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 business 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