

*Photo on Unsplash by Noah Buscher*

# Values-Based Entrepreneurship

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# Why this session?



Today is a door opening:

◆ leadership

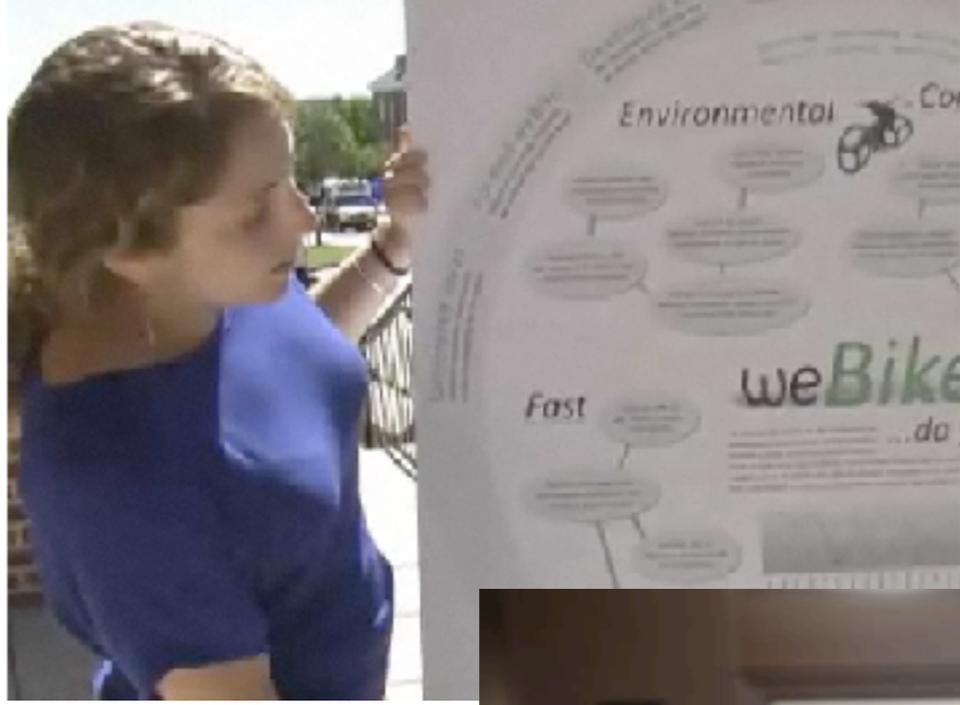
◆ ecosystems

◆ culture & values

◆ “why” and purpose



exercises you may want to return to



*Why am I here?*







Why are you here?

What draws you to this session today?

What would you like to learn?

Leading in new ways



*Photo by Mayor Gala on Unsplash*



**leader** noun | lead·er | \ˈlē-dər\

**Anyone who takes responsibility for finding the potential in people and processes and has the courage to develop that potential.**

***Leadership is not about titles or the corner office. It's about the willingness to step up, put yourself out there, and lean into courage. The world is desperate for braver leaders.***

”

More than forty years ago, I heard Herb Kelleher, the legendary cofounder of Southwest Airlines, say **“A company is stronger if it is bound by love rather than by fear.”** When I heard that, I was completely taken by it. I knew instinctively this is how I wanted to lead my own company. Brutal “rank and yank” management tactics and the like are what give business a bad reputation. Guys went to World War II and came back with a militaristic “aye-aye, sir” idea of management. Well, that may work for waging war, but it’s a wretched way to run a business.

”

Kip Tindell, Founder & CEO, The Container Store

Who inspires you as a leader?





## Leadership Reflection:

What qualities do you want to embody?

What are your natural strengths to help you lead this way?

Are there areas you'd like to grow into and develop?

What practices or resources can support you in that?



# A few Leadership Resources:

**Inc.**

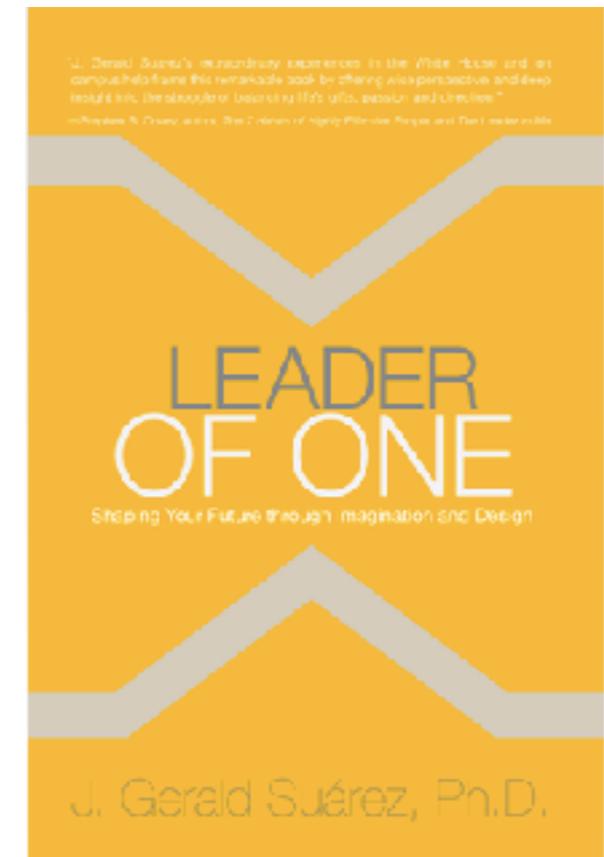
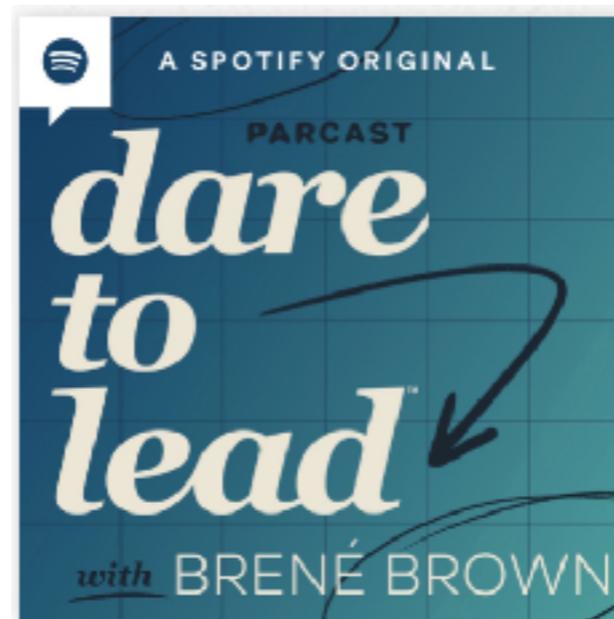
NOVEMBER 2018

**21 Unmistakable Traits of a Heart-Centered Leader** Take care of your people and your people will take care of your business -- and bottom line profits will follow.

BY STEVE SANDERSON, CEO, SANDERSON AND ASSOCIATES

[Link to article](#)

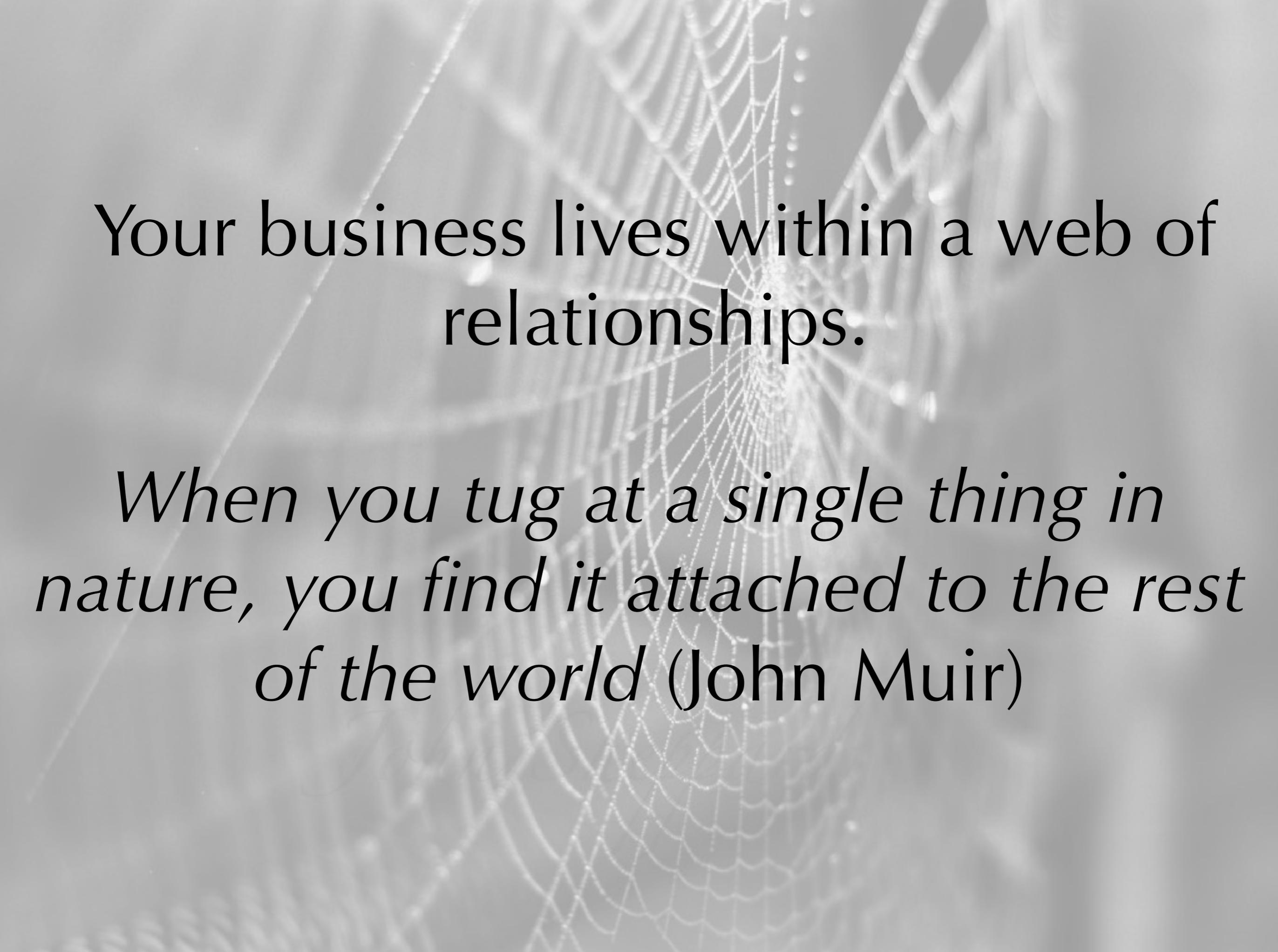
[Link to podcast](#)



[Link to book](#)

# Seeing our part in an Ecosystem





Your business lives within a web of relationships.

*When you tug at a single thing in nature, you find it attached to the rest of the world (John Muir)*



## *Suggested Activity*

# Map your ecosystem



Who

is in your web?

Who impacts your business?

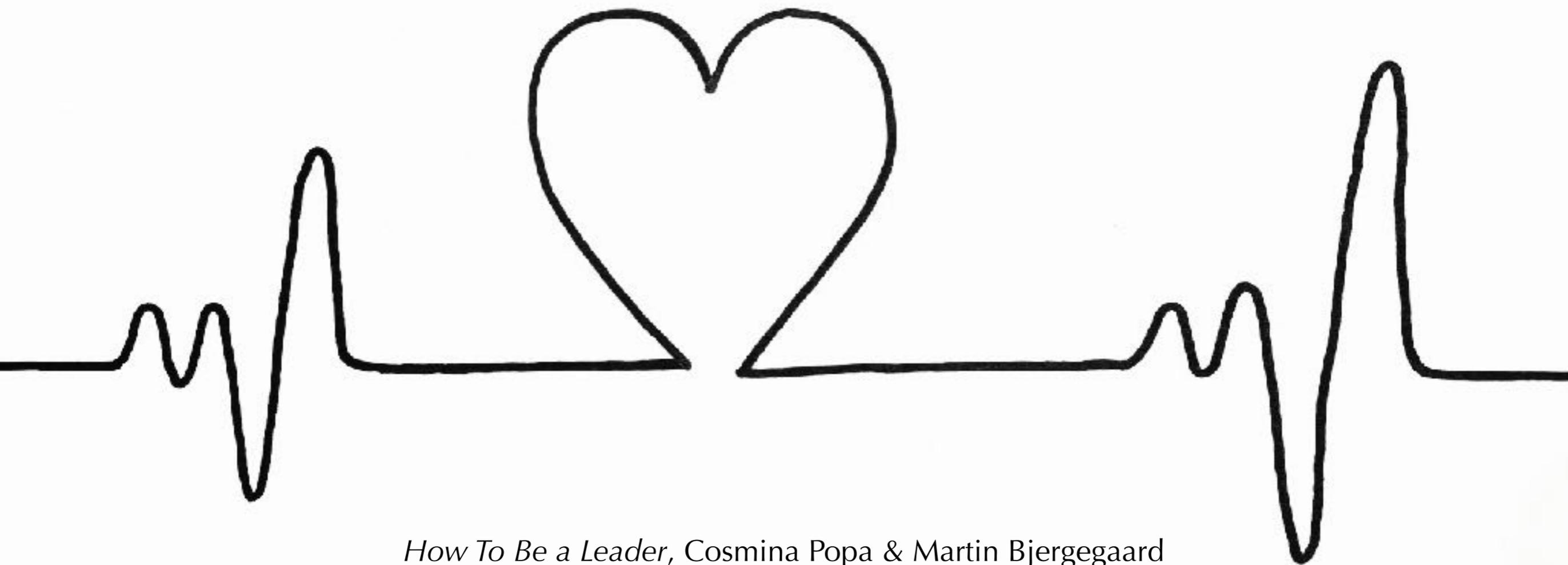
Who do you impact?

How can new threads of care be created?



Rooting  
into values

“Whenever people come together in groups or organizations, a heartbeat emerges.”



*How To Be a Leader, Cosmina Popa & Martin Bjerregaard*

”

Culture is a shared system of values, beliefs, norms and accepted behaviors. The sharing part is the most critical element.

**When leaders don't define a culture, the group will define it with the values, beliefs and behaviors that they are willing to tolerate from each other.**

”

Susan Salgado, Union Square Hospitality Group

## *Values Reflection:*

- 1) What are the values you desire to cultivate in your culture?
- 2) What are ways you can practice them?

5 min



# One example:



Evan Lutz Following

Jun 27 · 4 min read

At Hungry Harvest, culture isn't just a buzzword we throw around. It's an intangible asset of ours. I conduct check ins with every employee twice a month, where I don't just go over goals and metrics - but I ask specific questions to help guide them and the company, such as:

- Is there anything we're not talking about or focusing on that we should?
- Are you feeling overwhelmed, underwhelmed, or just challenged enough, and why?
- What are your biggest hurdles that I can help with?
- Do you have any feedback for me?

# Exploring our 'Why'



# Personal Reflection

5 min

When did you know this was something you wanted to pursue?

What struck you about this idea, and why was it important to you?

# Knowing 'why' helps us to:

- ◆ Communicate a story
- ◆ Engage, attract, rally and inspire
- ◆ Know your space within a marketplace of others
- ◆ Navigate the unknowns and evolve, while staying true to your purpose

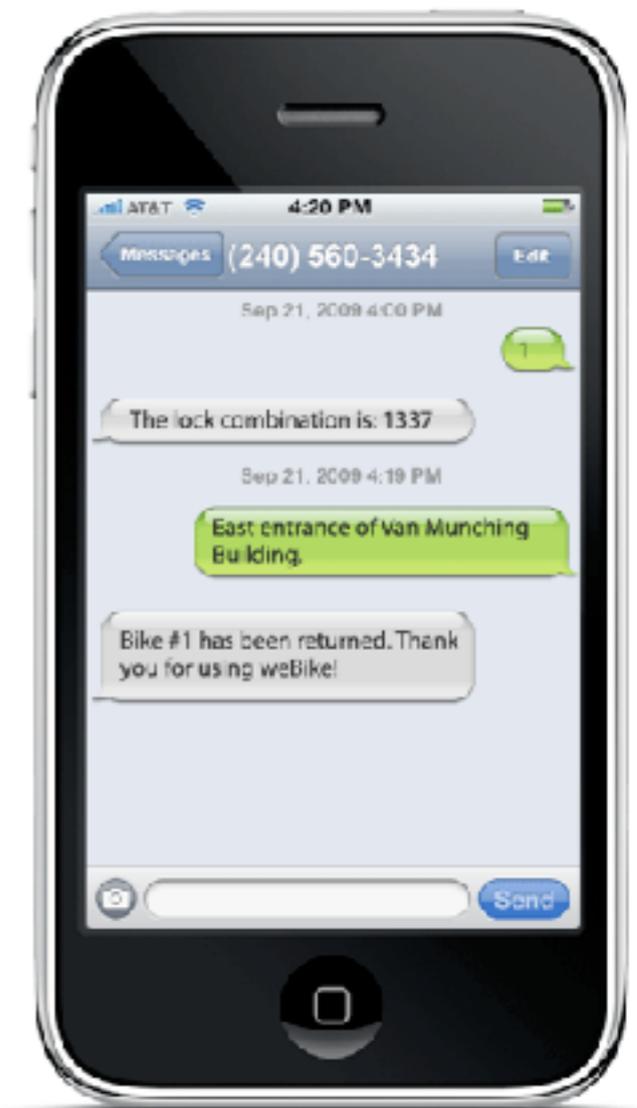


Our 'why': to transform the way people move around a campus.





Our 'why': to transform the way people move around a campus.



What reminds you  
of the greater vision you are building?



\*Image from [ThoughtCo](#)



# A “why” resource:

*“Why” statement ad lib:*

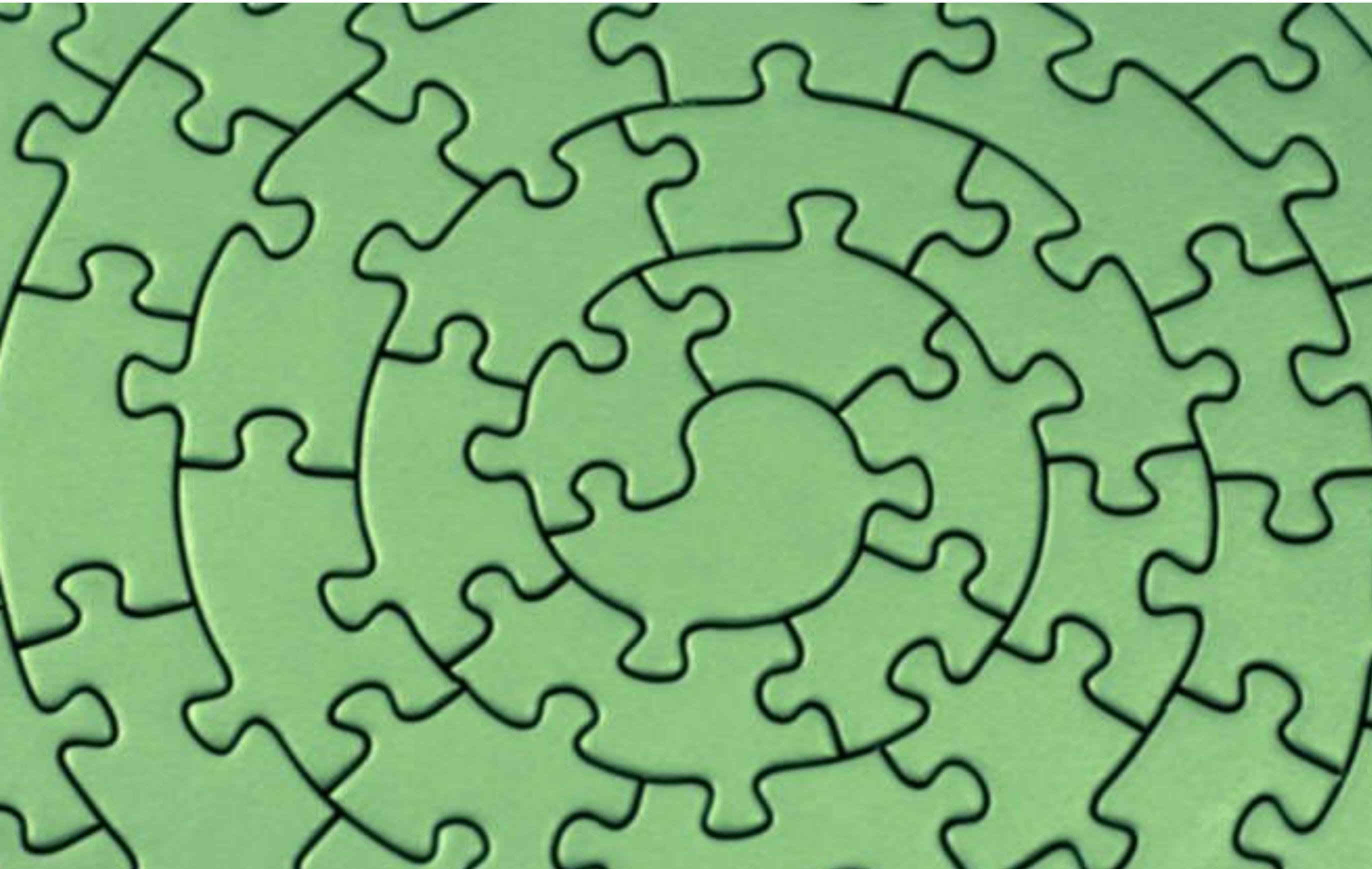
At \_\_\_\_\_, we believe \_\_\_\_\_  
*a guiding belief in your work*

We exist to \_\_\_\_\_  
*what’s your offering or gift to others?*

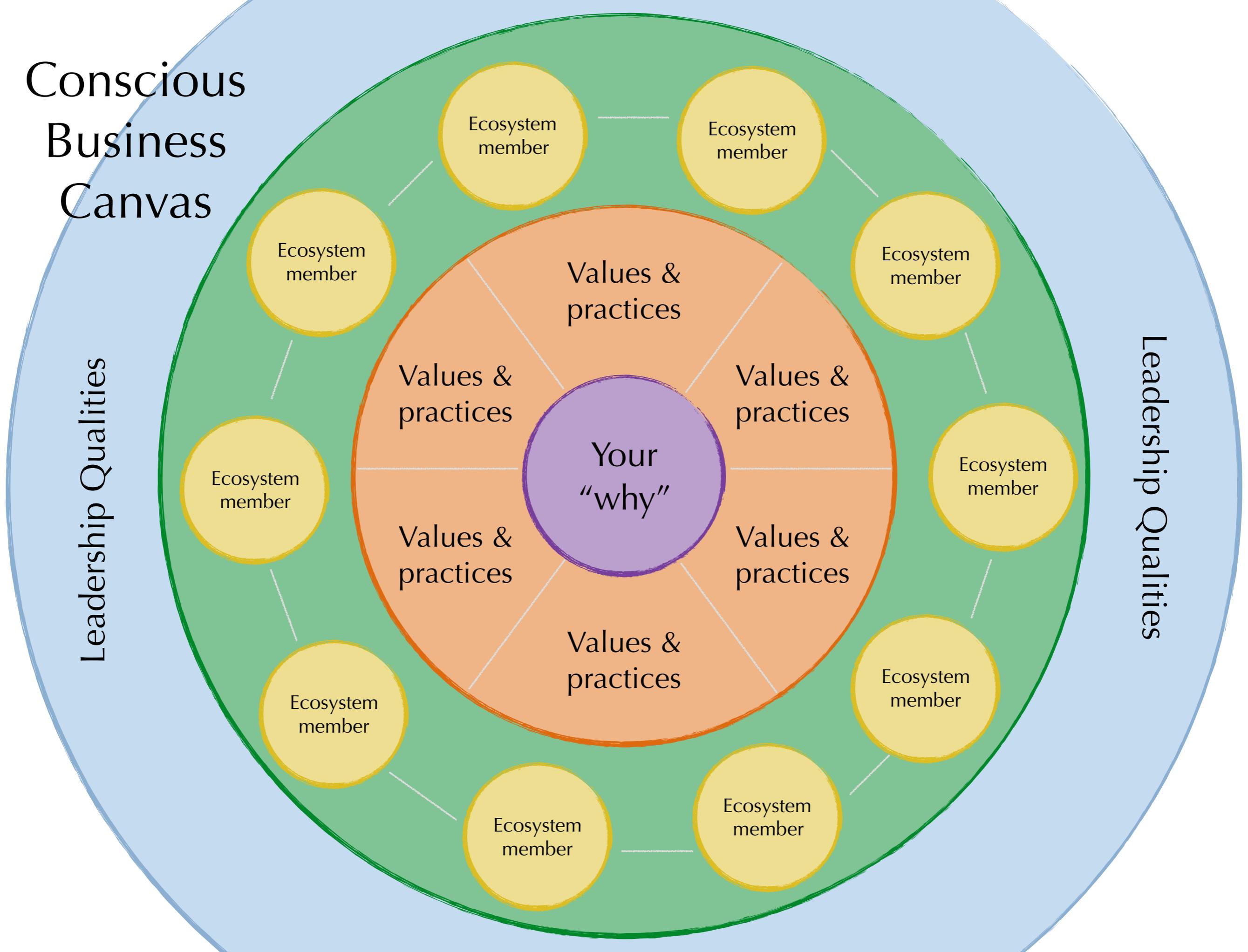
so that \_\_\_\_\_  
*what ultimate impact are you hoping to make?*



# Putting the Pieces Together



# Conscious Business Canvas



Leadership Qualities

Leadership Qualities

# New paradigms for business:

1

Leadership is centered in love, mindfulness, and nourishing potential

2

Businesses thrive when they're aware of and caring for the living web of relationships they exist within

3

Culture is a heartbeat to cultivate and tend to within your interactions with others

4

Deeper purpose can be a source of renewal, motivation, and communication behind what you do



Lighting up  
new ways

\*Image from [Pinterest](#)

A sunset scene over a field with a signpost. The sun is low on the horizon, casting a warm glow over the sky and the landscape. The sky is filled with soft, wispy clouds. The foreground shows a dark, silhouetted field with a signpost on the left. The overall mood is peaceful and serene.

Thank you

please stay in touch :)

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