

Subject Relevance

Entrepreneurs set out to make a difference and thus by definition assume the title of a leader. However, this status is only truly fulfilled if willing followers want to be led. Effective leaders through their actions, decision-making, vision and communication inspire others to be part of a movement.

Leadership can be lonely, is rarely straightforward and appropriate actions are often only defined by the situation. Start-ups do well to recognise that having a successful business does not necessarily equate to successful leadership. Acquiring sound leadership skills takes training, time, experience and most importantly perhaps, a willingness to be introspective, learn and adapt. Leadership learning opportunities are always greatest in difficult times.

In this Episode...

- Key Ingredients of an Effective Leader
- Leadership Case Study during C19
- The impact of Strategic Leadership
- How Technology underpins Leadership

STARTUP SURVIVAL STARTS HERE...

Podcast – Content & Learning Outcomes

By listening to this podcast, people learn about the inspirational leadership of volunteering crisis hero Jon Lo. To ensure thousands of people in need of PPE, received their equipment, 27-year-old Jon designed a tech-based logistics management system from scratch and mobilised a small army of supporters. Based at his London apartment and often working 16 hours a day Jon managed and led the whole initiative (Dare to Care Packages) over many months throughout 2020.

Insights and Learning

The depth of this leadership case study meant it was necessary to share the story over two podcasts. Episode 1 examines the key elements of the project whilst the sequel looks more at what Jon learnt from the venture. Sustaining a task of this nature, especially as a volunteer leader is very difficult and Jon talks about the frustrations of having to raise over £40k simply to keep everything going. He also considers how a leader must manage the opposing forces of altruism and selfishness.

Listeners also learn how Jon plans to repeat the task on a much greater

scale but in a different way – later on in his life. Listeners also learn many of the key principles of leadership, including: clarity of vision, self-motivation, discipline, selflessness, use of scalable technology and knowing who and who not to work with, amongst other issues.

This episode highlights the text by Tim Ferriss (Tools of Titans) and also includes reference to the highly impactful work of Frank and Fev Dawson – two inspirational leaders whose pioneering work at a large field centre in Cumbria changed the lives of thousands of people.

By focusing on Jon and referencing Frank and Fev, it is my hope that people appreciate the draw and complexities of social as well as business leadership. Becoming a leader is within all of us, but if we wait for others to give us permission to act, little or nothing will happen.

If you have any other queries, get in touch. Meantime, go well. Peter.

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