



shift to tomorrow

WITH HOST DIRK BEVERIDGE



Companies Don't Change, Transform, and Innovate ... People Do!

WITH GUEST

DIRK BEVERIDGE

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Dirk: When I wrote the book, INNOVATE!, How Successful Distributors Lead Change In Disruptive Times, when we went through the research for that book, what we discovered through that research is a model that we call The Innovative Distributor, and for the last six, seven, eight years, what we have been helping distributors, I bring into their organization is the thinking that says if we're going to be relevant, profitable and sustainable, and we're gonna be relevant, proper and sustainable through this age of disruption, we need to focus on five things. It's an innovative distribute, we need to focus on our vision, our culture, our value proposition, our business model, and then it all comes down to transformative leadership, and I really believe that that model still makes a ton of sense during this current pandemic... During this current covid 19 crisis.

So relevance, sustainability, a profitable through the age of disruption, we focus on vision, culture, value proposition, our business model, and it all comes down to leadership in the end. So as we're talking about that, some of you online now that for the last eight years, we have been defining that in another way, I've had this belief that says Companies don't change, transform and innovate, people do not hang on to that, 'cause we're gonna come back to that a number of times today, this thinking that companies don't change, transform and innovate, people do

Think about it. When I'm speaking, when we hear other peoples, when we read, we're reading these amazing case studies of transformative and innovative companies, companies like Apple, and companies like Amazon and compass like Tesla, and we could go down that list and some within our own markets. And here's what I've come to believe, what I've come to believe is that Apple has not invented anything. Tesla hasn't transformed anything, Amazon hasn't innovated anything, the company has done absolutely nothing, it's the individuals within those companies that drive any change transformation, innovation. And as simplistic as that sounds, I think we lose sight of that because we talk about these companies that are driving the change through disruptive times, and I really think it's important that we take a step back and say, you know what, it ain't the company... It's the individuals within those companies, the companies with use the individuals with the innovative mindset, the individuals with the will, the energy and the focus to try, the need to change. Transformation and innovation.

So companies don't change, transform and innovate, people do.

Now hold on to that because that is going to be the foundation opening line of our salvo, the opening line of our premise for today, and on Wednesday. Now, what I was about to say is, with that innovative distributor model, and this thought that companies don't change, transform and innovate, people do. For the last eight years, I have with my team, create it and produced really the only Innovation Summit for distributors called The unleash Innovation Summit, where I put on the stage over two days, 15, 13 to 15 or 17 brilliant leaders, disruptive and inmates, primarily from outside of distribution, this happens to me and Ed Eason the lead guitars for Carrie under what? Last year, summit, but I put it on stage, 13 to 15 brilliant leaders, disruptors and invites to inject new thinking into the world of distribution, those of you that know, know that I believe that we've been to incestuous and we really need to inject new thinking to think differently, if we're truly gonna change transformation and innovation...

Now, why do I tell you that? Because last November Summit impacted me in a big, big way, and it directly relates to what we're going to be talking about today.

Last November, among the 100-plus individuals that were... There were two individuals, they both have to be in the same group, two different companies, you see Marlene on the left and Denise there on the right, two different companies, studio parts of the country, and they went through this innovation summit, and I think I had a chance to meet a bolder there, I give a chance to meet the most people that are there, but

It's what happened afterwards that really, these two individuals have impacted me in a big, big way.

Denise, on her survey and all that afterwards, she tells us that this was a life-changing experience, and she said she found the courage to leave, she said that she had this idea within her for over a year, didn't come from Beveridge, it didn't come from a Unleash, she had this idea for over a year, but didn't have the courage to bring it to the floor. And at the summit, she was able to connect the dots, talk to other participants, even connect with some of our speakers afterwards, and then she told him she found the courage to bring this transformative, potentially transformative idea back to our organization. And the story goes that, they're moving towards it. It's an amazing story. And then she also said to me, she says it, I had come to the conclusion that I had to transform to the world of distribution, she says, But I left your summit knowing that I could transform distribution hollow, that says a ton to me, that is meaningful as well, to me... And then you tie that to Marlene, and as Marlene is taken in the insights and taking down the idea is again saying that it was a life-changing experience, but the thing that she tells me, he said she goes back with bold ideas, that's gonna have the ability to impact over 100 different organizations, distributor, different suppliers of different branches with this bold idea, and then later as we're talking through email, one thing she says to me, she says, Dirk, I have about six years left, and I know... She says, I need to know that I made a difference.

I can the holy cow. And I think about myself, and I think about that need to know that we're making a difference, and I think about all the employees within your organizations that are giving 40 hours a week plus the spending more time with you than their family. And then then we need to know that we made a difference. And it was those two individuals, I gotta tell you that I'm just impacted my thinking so damn much over the last six months in my Marlene, and Denise, I will be forever grateful for you to you.

And that's when just in my thinking and my journaling and working with others, that's when I started thinking about this, again, somewhat simplistic statement that says, as businesses as leaders, we have to move away from talking about human capital, to talking about the human spirit, about helping individuals tap into that spirit to grow, to transform themselves, to know that they are making a difference in everything that they are doing, companies don't change, transform and innovate, people do... I believe it's the human spirit that's gonna drive all that, so all of that was happening, and then seven weeks ago, this crisis comes upon us, we hear decide that what we can do to help and contribute is we can reach out to every one of you and we can hug, we can inspire, we can provide insight and connectedness, and that's what this...

These six weeks of shifting to tomorrow is all about... It started with our four weeks of leading during the coronavirus pandemic, and then we made this pivot over the Easter holiday.

And we said internally, we said, You know what started as a seed, an idea, these Sunday conversations turned into a commitment. And we said, You know what, as we go forward, we need to help each other, lift our eyes up, focus on the horizon, knowing, knowing that there's gonna be another side of this pandemic and work to come out of this stronger on the other side. And that's what shift to tomorrow is all about. That's what today is all about. That's what this program on Wednesdays and Sundays is all about.

So that brings us to today. It brings us to today's conversation with for wicked smart amazing individuals, and two wicked smart and amazing individuals on Wednesday. This week's premise is all about what I've learned from Denise and Marlene and all of that in the

Today's premises is, it says companies don't change, transform and innovate people do. In that light, it's the human spirit that creates all value in the world and in our businesses, think about that every time I read those are my words, but every time I read those words, I owe... Is that right? And that it is a human spirit that creates all value in the world and in our business, leaders will accept the calling of unleashing the human spirit so that each employee grows, flourishes and shines. And I believe when we do that, when we help our employees grow, flourish and shine, when we help unleash the human spirit, our business will also grow, flourish and shine.