



This meeting is  
being recorded

# HBA Ambassador PROGRAM

Global Ambassador Community of  
Practice

#HBAIMPACT





# Community of Practice

## Agenda

- Welcome *(5 minutes)*
- HBA Insider Segment *(10 minutes)*
- Mini-Master Class: *Transformational vs. Agile Leadership* *(15 minutes)*
  - Today's speaker: **Sarah Jones**
- Connection Session *(20 minutes)*
- Insights and Highlights *(10 minutes)*

#HBAimpact





# HBA Insider Segment

2025

#HBAimpact



# We want to hear from you!



- HBA Global Ambassador Program is always looking to continuously improve
- Exploring content development/delivery improvements – so we want to know:
  - What topics are most relevant to you?
  - Which trends inspire or resonate with you?

Visit  
[www.menti.com](https://www.menti.com)

Use code  
**3773 1877**

#HBAimpact

HBA





# Mini-Master Class

## Transformational vs. Agile Leadership



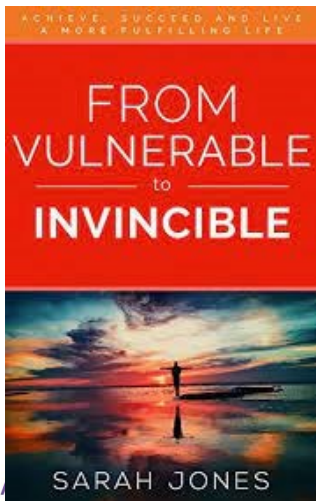
**Sarah Jones**  
Sarah Jones Coaching

#HBAimpact





# Sarah Jones Coaching



# My Journey





# LET'S GET THINKING

- What words mean **transformational leadership** to you?
- What words mean **agile leadership** to you?
- Put it in the chat, or unmute!





# SOME DEFINITIONS TO HELP YOU

Transformational leadership is a process whereby leaders engage with and influence others—by paying attention to their needs, raising their motivation, and providing an ethical framework for decisions. In so doing, transformational leaders can create change within people, and within organisations too.

**London School of Economics**





# SOME DEFINITIONS TO HELP YOU

- Rooted in agile software development and initially referred to leading self-organising development teams, the concept of agile leadership is now used to more generally denote an approach to people and team leadership that is focused on boosting adaptiveness in highly dynamic and complex business environments
- An adaptive leadership model that emphasizes collaboration, flexibility, and continuous improvement. It's based on the principles of the Agile Manifesto and is essential for navigating the complexities of modern organisational environments.



WIKIPEDIA  
The Free Encyclopedia



# CASE STUDY – AGILE OR TRANSFORMATIONAL?

- A seasoned IT Director at a global tech firm was facing a stagnant career and a team struggling with low morale and missed deadlines. The traditional, hierarchical approach was hindering innovation and productivity.
- Empowered the team – open communication, delegated authority, empowerment, trust delegation.
- Continuous learning and development – growth mindset, experimentation, innovation, skills development.
- New methodologies – Scrum, Kaban, regular check-ins, course correction, retrospectives, smaller tasks.



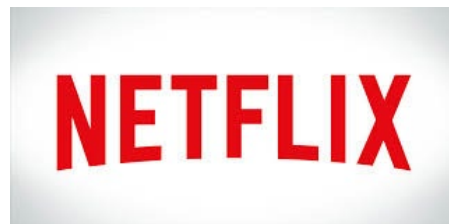
# CASE STUDY – AGILE OR TRANSFORMATIONAL?

- A mid-sized manufacturing company was struggling with declining profits, low employee morale, and a lack of innovation. The company's culture was rigid and bureaucratic, and employees felt disengaged and unmotivated.
- A new CEO, a charismatic and visionary leader, was brought in to revitalize the company. This leader possessed strong interpersonal skills, a deep understanding of the industry, and a passion for innovation:
- Inspiring vision, building trust, empowering employees, fostering innovation, leading by example.





# EXAMPLES OF....



#HBAimpact





# EXAMPLES OF...



#HBAimpact





# BUT....

- Can the two co-exist?
- Does agile leadership lead to transformation?
- Does transformational leadership find the right spaces and places for agile leadership?
- What do you think?

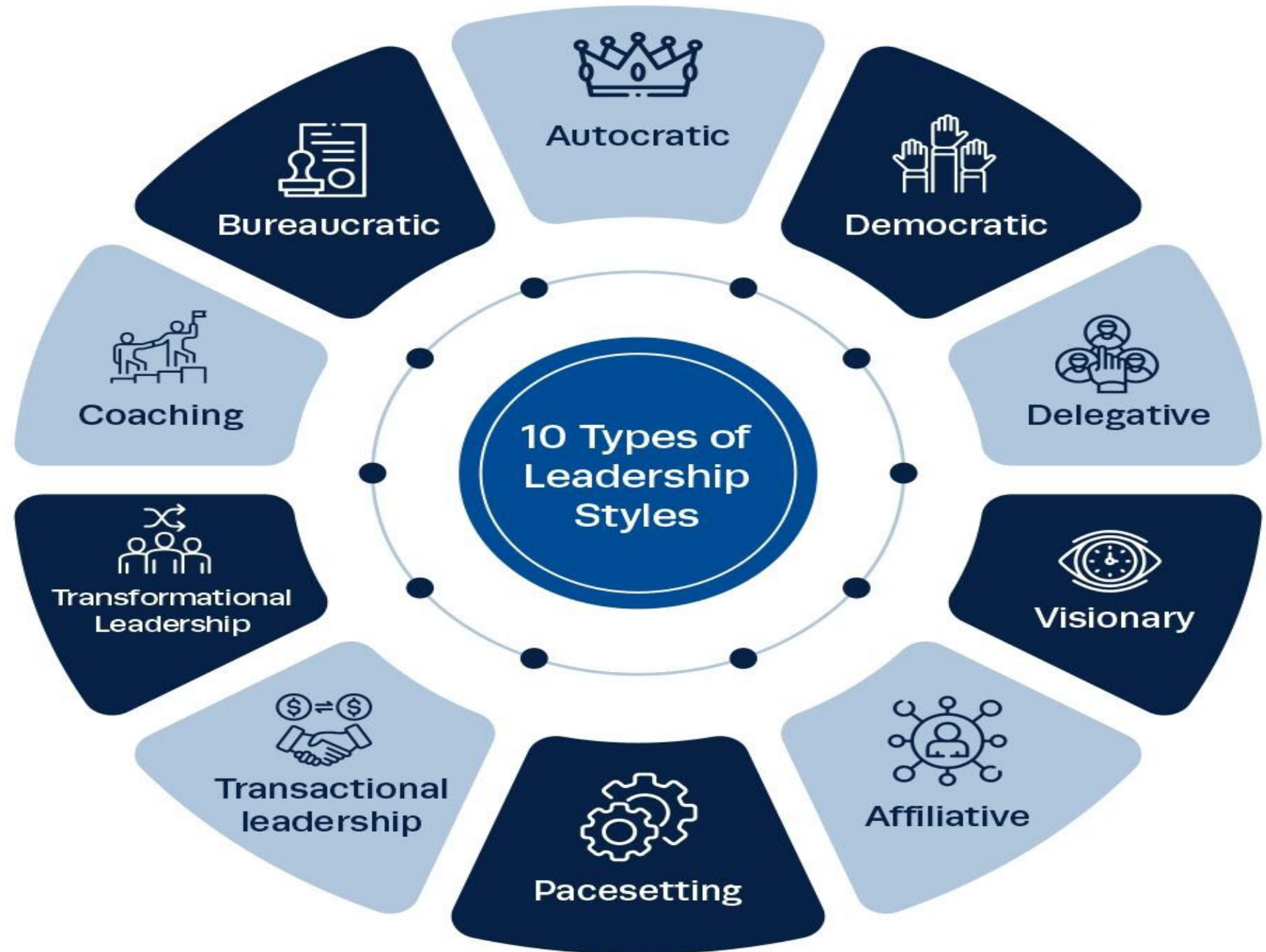




# SO MAYBE...AGILE TRANSFORMATIONAL LEADERSHIP

- Situation specific
- Change required & pace, reactions
- Complexities
- Constraints
- Novelty
- Requires feedback loops & sprints
- Maturity – do we know the outcome?
- Experimentation
- Sector conditions
- Market conditions
- Competitor dynamics
- Products, services & delivery
- Situation specific
- Can be leadership specific





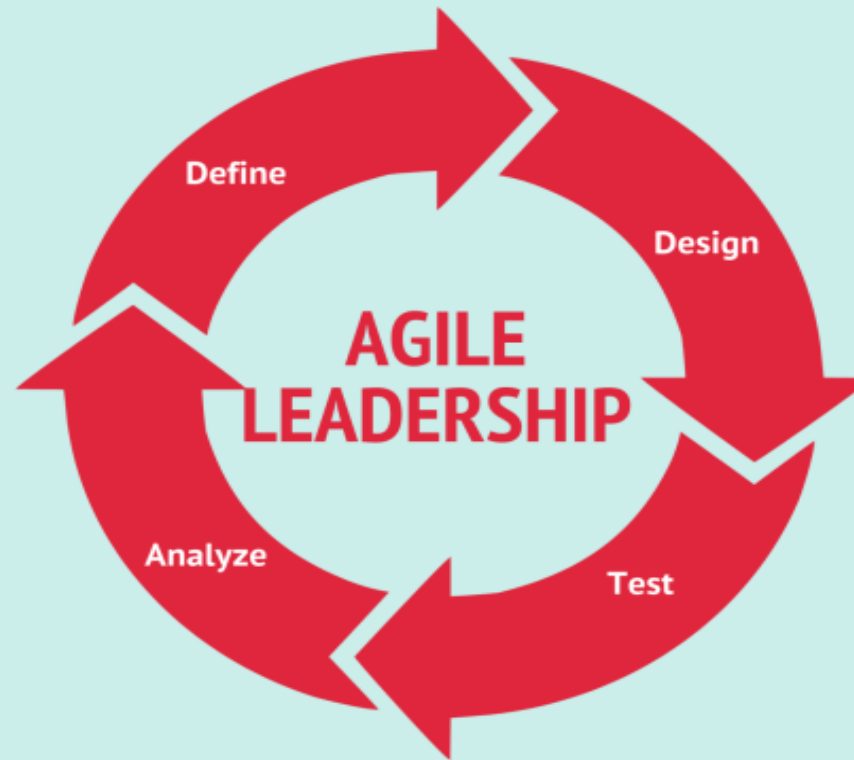
#





# Agile Leadership In A Nutshell

Agile leadership is the embodiment of agile manifesto principles by a manager or management team. Agile leadership impacts two important levels of a business. The structural level defines the roles, responsibilities, and key performance indicators. The behavioral level describes the actions leaders exhibit to others based on agile principles.



*Throughout the whole agile cycle, an agile leader shows and teaches her/his team humility, autonomy, flexibility, collaboration, understanding, and optimization.*

**Can we bring more of this into our Ambassador Programmes?  
Do we?**

Sarah



Jones



Sarah-J Coaching



Sarah Jones/  
Sarah-J Coaching



Sarah-J Coaching



@SarahJ\_Coaching



[www.sarah-j.com](http://www.sarah-j.com)



+44 (0) 7531 228089



# HBA

Healthcare  
Businesswomen's  
Association

Thank you!

#HBAimpact



# Connection Sessions

#HBAimpact



# Connection Session Guide

Over the next 20 minutes:

1. Quick introductions *(name, location, title/company, fun fact)*
2. Dive deeper into today's topic
3. Connect before you go!

## TODAY'S DISCUSSION

1. When do you think an agile approach could work?
2. What leadership qualities are essential for successful agile teams?
3. How can leaders empower their teams to be self-organised and self-managing?

#HBAimpact

HBA





# Highlights and Insights

*What are you taking away from today?*

#HBAimpact



**Interested in learning  
more about today's topic?**

Visit the Ambassador Learning Center  
at [my.hbanet.org/ALC](https://my.hbanet.org/ALC) to book  
Master Class or Coaching session.

*Additional content topics available.*



# HBA Healthcare Businesswomen's Association



**Tell us how we did  
on today's  
session!**

#HBAimpact