“I used to think that ‘start-up’ was something you grew out of. What I’ve learned is that it’s something you’ve got to fight hard to maintain”.

Sahar Hashemi OBE

Let’s talk about…

Thinking like a start-up

with Coffee Republic founder and best-selling author on entrepreneurship, Sahar Hashemi OBE.

Watch our ‘Let’s talk about …’ videos for tips and insights to help you grow your business in the digital world.

Tip 1: Don’t fall into the bureaucracy trap
As your business gets bigger, it’s easy to focus too tightly on what goes on in the office at the expense of your customers’ experience.

Tip 2: Use curious language
When you hear ‘this is how we’ve always done it’, ask ‘is there a simpler way?’ instead. Open language encourages curiosity and creativity.

Tip 3: Look at your business as a customer does
Go out into your customer’s world and get first-hand feedback. Seeing your product through their eyes can help you see and solve their problems.

Tip 4: Encourage small ideas
Encourage people to run with small ideas. Try them out on a small scale, experiment. See if it’s worth developing. If it’s not, do something else.

Tip 5: Celebrate failure
Encourage people to try new ideas without the anxiety of failure. Celebrate it, instead. Turn off the fear and you’ll turn up people’s creativity.

Tip 6: Lead by example
Culture is not static. How you behave sets the tone for what your culture is. Think like a start-up and your people will follow.

Learn more from Sahar at bt.com/skillsfortomorrow/work-life