

A LEADERSHIP FABLE



T H E

Be•keeper

P•LLINATING
YOUR ORGANIZATION
FOR TRANSFORMATIVE
GR•WTH



Katie P. Desiderio *and* Michael G. Frino

WILEY

Praise for *The Beekeeper*



“Why is it that some organizations thrive while so many others struggle? Why is it that some in an organization buzz with incredible energy, radiate passion, and are ready to change the world, while others disengage and count down the minutes until Friday afternoon? Whether you’re working to build human capital or shift organizational culture in a sustainable way, *The Beekeeper* will inspire your leadership team to challenge the status quo while taking care of those in your hive.”

—**Thomas C. Murray**

Director of Innovation, Future Ready Schools®

*Best-selling author of Learning Transformed and
Personal & Authentic*

“Written in the parable style of authors like Patrick Lencioni, *The Beekeeper* provides readers with a new way to look at the role as a leader. Catherine, the main character and CEO of a fledgling company, visits a highly functioning farm, which only works because of the healthy beehive at the center of the farm. By understanding the different ways all members of the beehive function, she is able to renew and restore her leadership and her company. One of the most innovative parts of this book is the narration at the end of the book by a bee that is “on the wall” back at the office. This bee provides a narration about how key workers at the company interpret Catherine’s words and

use them to transform themselves and their role in the company. The book is highly readable and provides any CEO with new ways to look at their job and how to communicate with others to be the best they can be.”

—**Dr. Bryon Grigsby**

*President and professor of English
Moravian University*

“A rich and well-crafted story that metaphorically—and literally—reveals to us what bees have known all along about effective leadership. Every leader and would-be leader will benefit from the lessons learned from the Beekeeper!”

—**Dr. David M. Kopp**

*Vice provost, Extended Learning & Graduate Studies
Barry University*

“*The Beekeeper* is a powerful reminder that each of us is engaged in a perpetual state of be(e)coming. The gifts of this beautiful story are the possibilities for personal and professional growth evident in each moment. An invitation to embrace what happens when we allow moments of serendipity to seep in; when we create space and allow others to be nourished and nurtured alongside us. The beekeeper’s parable and its lessons are powerful, profound, and pragmatic. Here we find great treasure in ourselves and all the special creatures in our world – the winged and the two-legged alike.”

—**Laura Kellers Queen, EdD**

*Founder and CEO
29Bison*

“I started reading *The Beekeeper* from the prospective of finding balance in my personal and professional life. As the pages turn quickly, so does the mind, to the ability to use the life lessons on display here, to apply practically to any team or organization that is looking to improve culture, performance, and ultimately defining ‘success’ on their own terms.

The Beekeeper is a tremendous life lesson on balance, finding your passion, and building a team and culture. The answers are not in complicated Ivy league textbooks; in contrast, they exist everywhere on H. Ives Family Farms.”

—**Anthony J. DaRe**

CEO, BSI Corporate Benefits LLC

“If you care about organizational culture, this is a must read! I picked up this book and realized 109 pages later that I hadn’t moved. It’s a compelling story told through a leadership lens that’s persuasive and inspiring. I eagerly await the next book by Desiderio & Frino.

—**Dr. Nicole Loyd**

Executive vice president for University Life

COO, Moravian University

“This enticing introspection of a woman optimizing and transforming her business’s culture while juggling the daily complexities of family life provides powerful life lessons manifested by the simplicity of changing one’s daily perspective, their lens.”

—**Lib Obeid**

Author, motivational speaker

senior consultant, Financial Services and Risk Management

Ernst & Young

“Energizing and soul-nourishing and elevated my thinking toward greater purpose and professional goals.”

—**Steph Vaughan**
Owner, SOLDIERFIT

“Amazing read. I can’t wait to start recommending this book.”

—**Ony Momah**
*Physician assistant, orthopedic surgery OAA
Founder and CEO #SWEATMindset*

“A great read and lessons learned. A wonderful reminder that transformation begins where we least expect it, which is outside of the workplace. Live life with your eyes wide open and you will find your beehive. The message is simple: Go pollinate the world.”

—**Dan Carusi**
*Cofounder and CEO
Red Paint Consulting*

“*The Beekeeper* is a modern, yet timeless tale of nature revealing powerful organizational lessons we all can apply to become more effective in our personal and professional lives. This quick and powerful story will be one you revisit again and again as you become the beekeeper of your own business and watch it thrive through applying these simple and practical principles.”

—**April O’Leary**
President, O’Leary Publishing

“*The Beekeeper* will inspire all who read its transformational tale to lead with a Be mindset, become the very best

version of themselves, and Be extraordinary for the people they serve. This leadership guide transcends titles and industries and galvanizes the leader in all of us to remain true to our purpose, follow our passions, pollinate our world, and nurture the Beekeepers that surround us every day.”

—**Drew Hinkel**

*Director, human resources
East Penn School District*

“*The Beekeeper* is a must read for anyone looking for a refreshing leadership pick-me-up or an academic text providing valuable insights. It’s a quick read with an easy-to-relate-to fable format. It’s not just a feel-good story, it provides specific illustrations to the reader with a practical paradigm for how to BE a more-effective leader of a team. Katie and Mike have produced a functional bestseller.”

—**Dr. Larry Ross**

*Professor Emeritus
Florida Southern University*

“As a leader, I recognize it is important to self-reflect and make sure I’m being the source for positivity and growth. This book reminded me I need to focus on that, while being vulnerable at the same time. It also made me realize my strengths as well. I’m good at giving credit where credit is due and recognizing my team for their achievements. I strive to be the Be Keeper of my family and team! I loved the book and think it would be helpful to many entrepreneurs!”

—**Kristie Tapper**

Certified sports nutrition consultant, personal trainer

“As an educational leader who thrives on uplifting and building capacity in those around me, I am elated to have the opportunity to use this wonderful fable to empower both my school community and own family. As we emerge from the global pandemic, to get results, schools must shift mindsets, embrace organizational change, and BE transformational. *The Beekeeper* is a heartfelt story that is sure to inspire you to BE the best version of yourself in whatever seat from which you lead. This book will help you to choose a lens of how to BE, enabling everything around you to flourish as a Be keeper.”

—**Tara**

Elementary principal in East Penn, SD

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The Beekeeper *was born on the back of a pizza box on May 2, at 8:01 p.m. in a suburb of Chicago. Katie and Michael met in graduate school while obtaining their doctorate in Organizational Learning and Leadership and have been research partners since 2011.*

*Little did they know that 18 days later, it was **UN World Bee Day**, which was established in 2018 to protect and preserve our great pollinators who provide growth for all of us!*



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CHAPTER

1

Before

