

The Leaders' Corner - Danielle Primrose, The Better Business Bureau

Blog
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November 10, 2015
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The Leaders Corner

When I first met Danielle I was impressed by her humour and her honesty, but mostly, by her passion for the Better Business Bureau (BBB) and her mission to grow the organization and provide real value to its members.

Danielle recently came to the not-for-profit sector after an extensive career in retail with roles in marketing, operations, human resources, and customer service. This combination of skills gives her an ideal foundation for her role at the BBB. Danielle has big goals for the organization; the association serves the requirements of its members and also has the opportunity to educate business members on the value of ethical business and customer service – two areas she is passionate about.

Danielle is a leader committed to continuous learning and professional development, both for herself and for those around her. She readily shares her knowledge with her staff, mentees, and business members, and believes that inspiring leadership in others is a key responsibility.

Leader: Danielle Primrose, President/CEO

Organization: [The Better Business Bureau - Mainland British Columbia](#)

Tenure: 3.5 years

Leadership or life motto: Don't be afraid of change

Upcoming projects/challenges:

This year we completed a comprehensive board governance review. My next step is to put into action the recommendations in partnership with the board. We always have the challenge to grow our membership. Growth that provides the funding to the programs we offer to businesses and consumers in the market place.

How would you describe your leadership approach/brand/philosophy?

A leader can't lead if there is no one around them that is inspired to learn and grow. Every interaction is an opportunity to develop someone and empower them to be a leader themselves. Find that quiet leader on your team and give them your time.

What is the best advice you've received?

A great mentor of mine once said "put a due date on it, that way it will be sure to happen".

If you could have dinner with anyone alive or dead, who would it be?

I have the great fortune to have dinner with my husband every night and would love to have many more dinners with my mother who has sadly passed.

If you could change one thing about the not-for-profit sector, what would it be?

Having additional funding programs or grant opportunities to retain top talent against the wealthy private sector.

What do you value in your colleagues?

Their hearts and their smarts.

What keeps you up at night?

The balance sheet!

What do you do for fun?

Food, wine and entertaining friends.

What are 3 adjectives that people are most likely to use to describe you?

Forward thinking, decisive, and thought provoking.