

The NEW Leader

Please know this document is a work-in-progress and I invite constructive criticism and feedforward.

The Call

We are all called to leadership: in our own lives, in our relationships, in our careers and in our world. For some, leadership is a defined and expected behavior, for others it is a subtle (often unrecognized) imperative. Regardless, understanding leadership and developing as leaders – in the context of today and the future – is of import to us all.

The Times They Are A Changing

The context in which this call is ringing out is different. As we transition from an economy based on industry, to one that relies on ideas and information, new approaches are necessary. Much has been made of the dawning Information Age and some of it is indeed hype. Furthermore, there are parts of the world where industry is still the key driver of economic growth. That, however, is not the case for us in the United States, and for many other countries and regions as well.

This new paradigm is described aptly by Melinda Davis as *imaginational*. Now, more than ever, creativity, knowledge and the ability to leverage the two is key. Manufacturing still matters, but the drivers of growth and prosperity are no longer machines, mass production and raw efficiency. New approaches to problems, creative solutions to vexing issues, and sometimes entirely new products and markets, are what will enable prosperity and fulfillment. The non-physical matters as much as the physical; for example, the idea money can be made in-your-head is less metaphorical every day.

This new environment is exciting, challenging and sometimes a bit scary. The imaginational world requires a new way of thinking. We need not abandon values and practices that have served us well as human beings, but we do need to be open to new ways of thinking and doing. What we must do is understand that as technology makes the world smaller (in certain ways) that it matters more: what you know, what you can do with what you know, and – most importantly – how well you interact with others know stuff. This is a key of *The NEW Leadership*: when the engine of prosperity was the machine in an efficient factory, your physical strength and skills mattered. Now, it's different.

In a community of people who know stuff and can leverage knowledge and information, the premium is now on the ability to effectively and sustainably interact in that environment. When the source of success is your brain, you had better be able to operate effectively amongst other brains.

A primary factor for success in today's reality, and the unfolding world, is leadership. Being able to go forward into an unknown future is critical. If there is one thing I can tell you about the future is that it is hard to predict. And being in the midst of a great transformation only amplifies that eternal truth.

There are many questions about the future. Questions that don't have quick or easy answers. Meanwhile, time marches on. The minutes, days, weeks, months and years pass regardless. It is up to each of us to recognize the opportunities available in an uncertain future. To stake our claim for what we want: personally and globally and take action.

The enabling technology for our lives, and this unfolding era, is leadership. One of the key marks of a leader is vision: seeing the future and enabling its creation over time.

We all need vision. Individually and collectively. *The NEW Leadership* is about how you lead your own life and beyond. Leadership is no longer the exclusive domain of the boss or CEO – it's for you and me. Leadership will be a new skill-set for many of us (even some who are positions of leadership *already*).

Essential to leading is the truth that people matter. The extent to which we embrace that truth is a key measure of our success, and our excellence. Each of us is human and we exist in the company other humans. That might sound like one of the biggest *duh* statements you have heard in a while, but it's where *The NEW Leadership* starts and it's the foundation upon which it is built. It's also what makes this so exciting (humans are the greatest reservoirs of potential).

We all have the right equipment for this job, we have the right parts: we're human. What happens next is to understand and develop the skills necessary for leadership. Leadership, in today's world and beyond, is a requirement, not an option. You may be asking for specifics, for me to describe trends that support my call for leadership. Such has been done already (and I would be happy to share a reading list with you). The time to begin is now, we'll fill in the blanks as we go.

Allow me to remind you of a point I made earlier, and hope that it generates a truth for you: when machines mattered, and road to the good life ran through the factory, most of us traded our time and labor; going forward, ideas and information matters and the means of production is what's between your ears. Given that, what skills and ability matter now?

Okay . . . Now What?

The NEW Leader is someone who understands that the old paradigm of authoritative, top-down decision-making is over and that sustainable and effective leadership comes from understanding that people are not merely resources, but assets. *The NEW Leader* understands that wherever there is one or more human beings, leadership is required.

The NEW Leader knows that leadership is not about being smarter than everyone else, it's about knowing how to make the most of the available brain-power. *The NEW Leader* can see that vision is not enough, character and integrity are what people see first – before they look to the future. *NEW Leaders* are models: of integrity, of values, of congruence, of behavior and of excellence. *The NEW Leader* knows that it matters what they think, say and do. And, critically, *The NEW Leader* believes that leadership is learnable and teachable.

What I Do

Whether you are called to lead an organization of one or many, I can help. Understanding and implementing the shifts in perception and focus that are necessary, developing the awareness and skills important to inspiring and enabling yourself and others, while growing your emotional intelligence are all key areas I work on with my clients.

I offer this sort of coaching and development because I believe the new paradigm of ideas and information requires a new way approach to leadership. The evolution of leadership – at all levels – will contribute to a better world. I am excited by the prospect and ask you to join me in becoming a *NEW Leader*.

The above is just a sample of what it means to be a *NEW Leader*. Becoming a *NEW Leader* is a process of understanding not only your company or organization's values, but your own values. The development and coaching of *NEW Leaders* is what my work is all about. If you hear the call of leadership, even faintly, and want to be effective now and in the future, please join me – I can help you get there faster and easier.