

Will leadership be
different for the
21st century?



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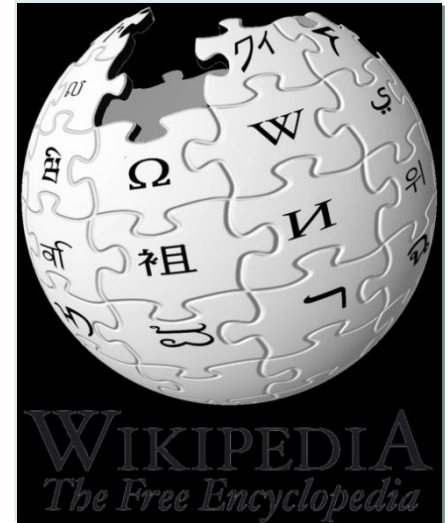


Leaderonomics
The Science of Building Leaders

The Wall-Street Darling Award goes to:



Key Question: Why Did They Win?



Clearly, its because of leadership

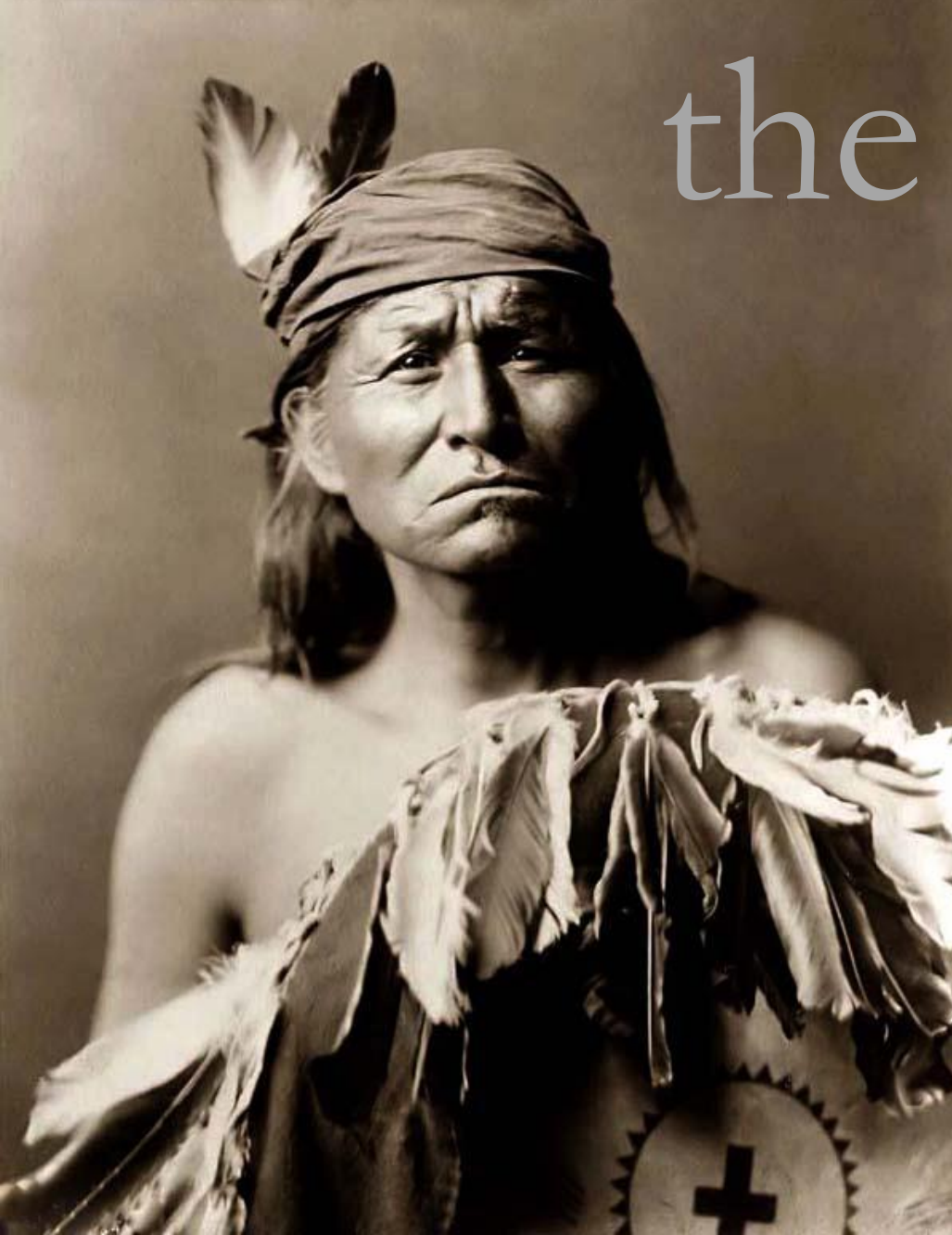


But is a different leadership required for the 21st century?



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Growing People into Leaders • Building Communities through Love • Transforming the Nation



the apaches

- *Beat the mighty Spanish*
- *Nomadic & Primitive*
- *Spain wiped out 2 mighty civilizations - Aztec & Incas*
- *Apaches had NO leader*



Like the Spanish, we win today by:

- “Killing” competition – killing Red Indians to conquer land, Coke vs Virgin cola, GE vs Siemens, Maybank vs CIMB
- Developing new products & services through our “own” R&D
- Driving Productivity into processes
- Tops Down Leadership
- Working in secrecy and isolation so no one can ‘copy’ us

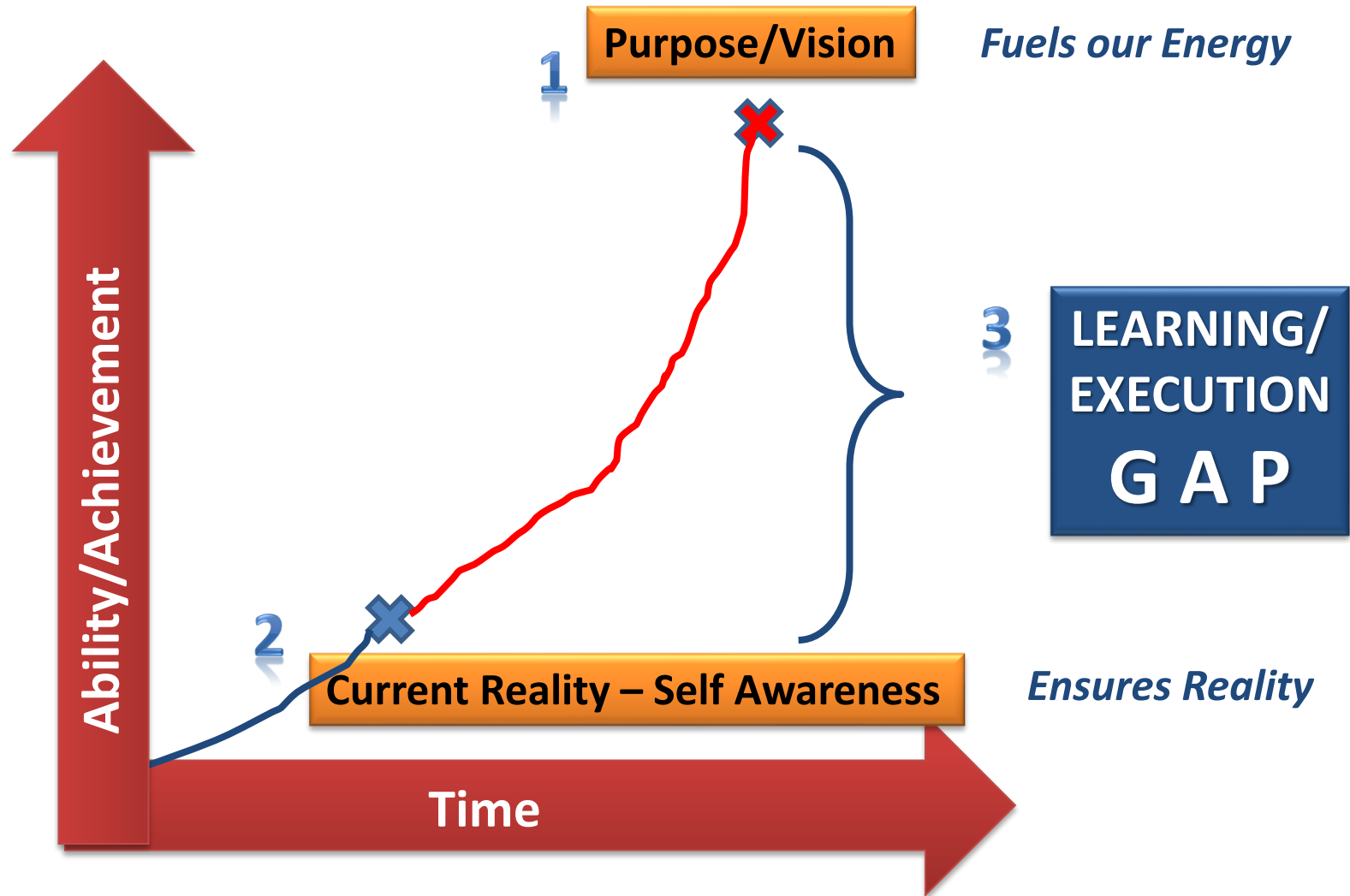
democratised leadership



Is the Apache model alive today?

- *Anyone can lead*
- *Leaders can go out and “get” followers - mozilla/ wikipedia*
- *The best leaders “win”*

Leadership *simplified*:

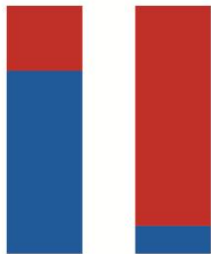


Leadership is painful....

“I listen, and I forget; I see, and I understand; I do, and I can” – Confucius

LISTENING

- Presentation /speech
- Manual /flyers
- Video
- Discussion



Retention Rate:

3 weeks
70%

3 months
10%

DOING

- Practice
- Practical day-to-day application



Retention Rate:

3 weeks
85%

3 months
70%

SEEING

- Role Modeling
- Seeing & following



Retention Rate:

3 weeks
72%

3 months
20%

TEACHING

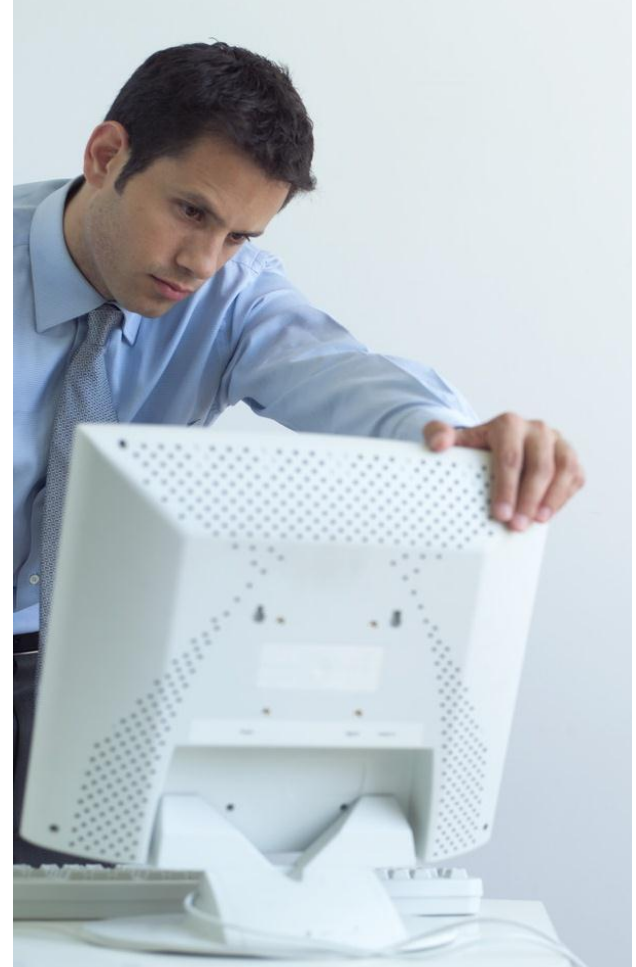
- Leading others
- Coaching own team
- Teaching other leaders



Retention Rate:

3 weeks
100%

3 months
100%



Source: Pesquisa IBM; Whitmore, “Coaching for Desempenho”



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Leadership the **same** . . . **context** changed

The Boss

The Leader

Head Huncho ----- A Peer

Fear ----- Trust

Powerful ----- Emotional Intel

Hides Information ----- Collaborative

Hierarchy ----- Boundaryless

Organiser ----- Connector

Profit focus ----- Vision focus

