

FROM THE DESK OF THE CEO (43/20)

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Justin Chadwick 23 October 2020



"I have not failed. I've just found 10,000 ways that won't work." Thomas Edison

GLOBAL LEADERSHIP SUMMIT (GLS)

The 2020 GLS is totally different from previous events. Whereas in the past delegates would gather in venues around the world to hear from leading speakers on the subject of leadership, this year delegates linked into the Summit from homes, work and mobile devices.

All of us are leaders – whether we are leaders in our family, Church, community, business or the leader of your own life (sometimes the hardest to lead), all of us play a leadership role. And the guidance and tips from the speakers allow us to become better leaders – and if all delegates improve by 15%, the world becomes a better place. Well done to the GLS organization for another great event – under difficult circumstances.

Some take home snippets from the event:

- In 2020 many leaders have complained about being overworked, anxious and depressed. I remember when we went into lockdown, travel was stopped and working from home became compulsory. At that time the thought was that this would give more time to get work done; no wasted hours driving to and from airports, flights themselves and all that dead time at airports. It turned out to be the opposite – working from home meant that you never left your work, and the complexities of an essential sector keeping working while most of the country went dormant made for difficult times. 2020 has without doubt been the most difficult year of my entire working career, and I fear it is **not over**. So the presentation on pacing yourself was well received – it is no use leading yourself into **burnout** because you do not leave enough time for yourself, to create a margin that allows genuine rest – the so called **pace of grace**.
- A speaker covered the **two main characteristics** of people – warmth and competence. Put differently – trust and respect. Most people tend **towards** one of these characteristics – but good leaders score well on both traits. And you can practice some tips **that improve** the impression that you give to others – you can use positive and warm words that inspire trust and excitement. By using primers, you can guide the spirit of the discussion or missive. By expecting the best from others you can actually guide their actions, and you can inspire for good.
- Another concept was psychological safety – basically ensuring that staff in an organization feel comfortable to ask the difficult questions, to make the unpopular comments and to identify faults – even when that is directed at the leader. Because we live in a volatile, uncertain, complex and ambiguous (VUCA) world we need all in the business to be on the look out for those things that aren't quite right. If a staff member fears retribution, and keeps quiet even though they see a problem, the business has lost an opportunity to improve. Leaders must create a psychological safe environment where all feel comfortable to have their say.
- In these uncertain times leaders need to lead with humility, understanding and openness. In 2020 leaders have learnt how to be agile, and how to pivot. To assist this, leaders should change how staff think about change. People don't hate change; they hate how people try to change them. Leaders must unmake promises – bold declarations often have to be reconsidered – otherwise they could become limitations. Good businesses consider the "why". When you suggest change you get the critics (almost always the loudest), the bystanders and the advocates. When you explain the "why" you disarm the critics, educate the bystanders and empower the advocates. All can tolerate the pain if they understand the purpose.

CITRUS MARKETING FORUM

The CMF is to be held on 28 October 2020 at 10h00, by Zoom. For more information, agenda and meeting ID and pass code please contact John Edmonds johne@cga.co.za

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