

## How to Be a Successful Leader in 2020 and Beyond

Bassem Terkawi



With the challenges the world is facing in 2020, everything is changing. All we knew and valued is no longer valid, making our private and professional worlds more volatile, uncertain, complex and ambiguous.

While burnout and stress are usually paths that we are on as individuals, 2020 has pushed us collectively to the limits of what we know, are comfortable with and in some instances are capable of.

In fact, employees were already worried about an approaching cultural crisis in their companies pre-Covid-19<sup>1</sup>. Now that our world has been transformed in so many ways, leaders have to understand the new rules of the game.

### **Everything has changed - so we need to as well**

Albert Einstein once said that “insanity is doing the same thing over and over and expecting different results”. To me, this quote is more relevant today than ever before, as leaders need to adapt to the changing world around them.

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<sup>1</sup> <https://unitedmindsglobal.com/wp-content/uploads/2019/12/Culture-Vigilance-A-Corporate-Imperative-Insights-Report.pdf>

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In the past, we managed our businesses with the focus on resources and places. Today, everything from access to talent and our ways of decision-making to communication platforms has changed. As all the tools that empower and grow our businesses have evolved, we expect to be more flexible, agile, and creative than ever before.

## What kind of world do we want to live and work in?

We need to ask ourselves what it is that constitutes a really great place to work in 2020 and beyond. Just like we have a strategy for building a business, the same way we need a strategy that helps us create a new corporate culture. Successful and modern leaders are key in shaping this environment.

So many of us have used 2020 to reassess what matters, what we want and how we want to move forward - both in our private and professional lives. Self-reflection is key in this process - and now is the perfect time to make these decisions.

If there is something you'd like to see me write about, please let me know!



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