



Simpliflyers

simplifying sustainable success

Innovations in Entrepreneurial Leadership

In spite of all the discussions, deliberations, research and sermons, I am convinced that there is hardly any fundamental change in the basics of Leadership over last century, or even more. Yes, the world has become more volatile, uncertainty is here to stay, complexities shall continue to rise – both in terms of speed and consequences – and protectionism is spreading wide & wild. All of this is not changing the essentials of leadership but adding additional challenges requiring additional traits that need be accomplished fast. There is no exhaustive list of all that is required to succeed in current environment that I am aware of but here is my humble attempt to draw mine:

- **Innovation:**

Today's leaders have to be on a continual journey – on information flyway & in digital drive – of transformational innovation. Marginal improvements have to be replaced with transformational products, services and user experience. To stay relevant, you have to continuously strive for orbital shift, remaining ahead of curve is not enough – look to change the curve. Be bold, take decisions and embrace risks.

- **Know Thyself:**

Besides being self-aware & self-confident simultaneously, it is imperative for the leaders to know & respect the self-esteem of their own ([Gary Vaynerchuk](#)), that of the team they lead and that of the community of stakeholders they exist to serve. Be as clear as you can, and keep recalibrating often, to know your sweet / blind spots and play to your strengths. Those of you who had watched last two games Germany played in ongoing Euro Cup may be able to relate this quickly. Against Italy, they played to their strength, to win, to defy the history, to not give up; few days later, they played not to lose to France. As always, it is easier to be wiser after the event & post mortem is safer than diagnosis but my take is, they somehow believed that worst is behind them. In real world, it is not only always ahead but surprises would (not

could) come from surprising quarters, in surprising manner and expect no mercy – they are designed to be brutal, ruthless, unforgiving & lethal.

- **Beware of Bozos:**

Developing thick skin significantly betters your chances and strongly recommended for your survival, period! My sophisticated, politically correct & worthy friends might like to use traits like patience, perseverance, resilience etc. but I would opt for not letting the bozos let you down, and mind you – it is mind game (isn't it funny?) where they would hit & hurt you most, so choose your battle field and own the mind space, carefully & confidently. I am not worried about the “Loser Bozos” but the “Winner Bozos” ([Guy Kawasaki](#)) whom most of us are in awe of as they inspire us because they have more name, fame, fortune, followers and we secretly or publicly attempt to imitate them. So, when they ridicule & make fun of you, your idea, your team, it is natural, but not desirable, to lose your self-confidence and start doubting yourself. I know it is easier said (wrote) than practiced but there is no alternate but to redouble your efforts, passion, dedication, commitment just to prove them wrong. The best part & solace is that you just have to do it once & you earn the entitlement to belong to their club.

- **Focus on Purpose:**

In the world full of tempting distractions, it is easy, and suicidal, to lose the focus on the very purpose of [why](#) you do what you do. People would work for you not (only) because of salary but because they like to identify with your purpose, customers would buy your products / service not (just) because of unique value these offer but (also) because they want to be a contributing partner in your cause, investors shall not invest in your business just because you promise attractive returns (in the digital age, 24X7 analysis and more opportunities chasing limited resources this is given) but because they believe in your goals & means you are adopting to achieve them, regulators shall incentivize you not because you are engaged in a game changing business but because they believe that your cause is worth their support and need nurturing. It would be plain simple stupid to let go a combination of such great competitive advantage & entrepreneurs and leaders are not the ones belonging there.

- **Giant Startup:**

While everybody, yours truly included, believes that [third wave](#) belongs to startup entrepreneurs ([Steve Case](#)), startups are way of life and [Goliath shall keep on beating David](#) ([Malcolm Gladwell](#)), [disruption](#) is the new order ([Dan Lyons](#)), it is critically important for leaders & entrepreneurs to perfectly blend the might with agility, map speed with risks, balance emotions & objectives. This is no “either or” but “and with” world, reconcile with it, embrace it, enjoy it and take advantage of unique & unprecedented opportunities it is offering, even when these are laced with deadly challenges.

As always, this is what I believe, now and based on what I know (which is too little anyway) and [who am I](#), suggestions, comments and criticism is more than welcome.

Have a great weekend & keep having fun, your time is now and only now.