



The Agile Business Leader

Barry Brewster, Eileen Dowse Ph.D.

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In today's increasingly globalised and competitive business world, it is tough to get ahead. organizations can no longer rely on past successes for future survival. Leaders need to be motivational, inspirational and innovative in the creation of new approaches and new products – they need to be agile! While there is no lack of material and literature available on the theories and skills of leadership, what is missing is agility in the way leaders put these theories into practice. Today's business leaders are required to wear many hats and they need to know which hat to wear at what time and how to wear it effectively. For this to happen, we need to enter a new generation of change, beyond incremental and even transformational change. We desperately need to enter the era of Agile Change, where leaders leverage the knowledge and wisdom already present within an organization. Agile Change means focusing on the image of a desired future to produce increased energy levels and a belief in future organizational success. Through embracing Agile Change and becoming an Agile Business Leader, leaders are empowered to seize responsibility for their organization's growth and development. Importantly, the tools and concepts required to become an Agile Business Leader are flexible and suitable for any leadership role or organization, regardless of industry or size. The Agile Business Leader approach to leadership has become a necessity in today's business environment. Corporations that have successfully embraced the approach include: •American Airlines, the largest airline in the world •AS Watson, the world's largest health and beauty retailer •GroupM, part of the WPP media conglomerate •Novozymes, a world leader in bio-innovations •Leighton Asia, one of Asia's leading construction and mining contractors •Aedas, the second-largest architectural firm in the world •United States Environmental Protection Agency (EPA), a federal government agency charged with protecting human health and safeguarding the natural environment

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