

RETHINKING THE PURPOSE AND MEANING OF LEADERSHIP

In 2021, the old model of the relentlessly confident executive has given way to a more self-reflective and engaged leader — one determined to drive positive action.

“Rethinking the Purpose and Meaning of Leadership,” a new report from WE Communications finds that the **profound upheavals of the past year prompted leaders to look inward.**

EMBRACING INTROSPECTION AND VULNERABILITY

The majority of leaders say they have deepened their awareness of their personal fears, limitations, defenses or impulses, and they are working to identify gaps between their intentions and actions.

NEW WAYS TO THINK, ACT AND LEAD

“Always-on” self-reflection. The majority of leaders are seeking self-awareness in real time, reflecting on their beliefs and how their actions reverberate throughout, and beyond, their organizations.

Deep engagement. 69% say stakeholder engagement is one of the most important leadership behaviors for 2021. 71% are putting more focus on learning and engagement with women, Black and Indigenous people, and People of Color in employee and community settings.

Determination. Looking to the year ahead and beyond, leaders express a mix of emotions, but their most common response: “**determined.**” They want to know what they don’t know, and they’re prepared to take on the complexities of our time.

86%

of leaders say they have **become more introspective** during this time.

71%

say articulating **personal core values** is more important than it was a year ago.

THE PHRASE OF 2021: “TELL ME MORE”

As we emerge into a changed world, these key leadership behaviors — **introspection, engagement and determination** — will enable leaders to take on challenges in more meaningful and impactful ways. By continually returning to the “tell me more” mantra, leaders can help **drive positive change in their organizations, their communities and the larger world.**



LEARN MORE

To learn more about this research and how leaders can best set a path for the new way forward, contact excommms@we-worldwide.com.