

2009 leadership predictions and trends

While 2008 will be a year to remember, I think it's better that we live in the present and put it behind us. And so, what follows are a few seemingly disconnected thoughts about what 2009 will bring.

Jeff Asquale.com

1. More than ever before, a leader's effectiveness (and worth) will be judged by his or her ACTIONS.
2. Strategy will surpass tactics as a path to success.
3. Leaders must (and will) demand excellence from everyone they lead.
4. We all must (and will) demand excellence from all of our leaders.
5. Mistakes will sometimes be made along the way of rebuilding companies; it's up to the leader to make sure they are honest mistakes and they are not repeated.
6. Authenticity, simplicity, and consistency will return as hallmark leadership traits (recall Covey's "Personality Ethic" of today versus the "Character Ethic" of 200 years ago).
7. Employees must become members of their company's SALES Team, regardless of the department they work in.
8. The banking, automobile, and medical industries (along with many local governments) must and will go through a painful reorganization/reinvention process, or they will fail.
9. Family Values (which are really just People Values) will make a huge re-emergence in our society and they will no longer be two mutually exclusive terms/words.
10. Competition for jobs will explode - from a front counter job at McDonald's to a staff position at "any size" accounting firm - jobs will be harder to find, harder to get, and harder to keep.
11. Those who consciously employ and master technology will thrive (i.e. - the Obama campaign's highly effective use of text messaging to its supporters).