



## **Global Coaches Network**

**Building Global Leadership Capacity to Achieve Business Results**

### ***Barrie's Vision of the World of Business in 2030***

In 2030, the purpose of organizations has changed. Although the profit motive still exists, organizations now see themselves as responsible for the evolution of society. Their purpose is to make money to contribute to a better world. Corporations recognize their responsibilities to the communities where they operate. With this in mind, there is serious consideration to directing the flow of money back into the communities in which the organizations operate to improve the quality of life by providing more and better community resources. Stock prices reflect the consumer driven economy which only tolerates organizations who value their employees, and their customers.

Organizations work in harmony with consumer groups and small businesses that help organizations to innovate and produce truly valuable products for the society. There is a focus on the authentic needs of the society and its members. Organizations no longer have the need to create a market for their products. Organizations and business of all kinds exist only as long as they are truly viable and will cease to exist when they are not. This is the norm and it is accepted that organizations will come and go as they are needed to evolve the society.

Corporate boards now consist of equal or more women to men because it is now universally recognized that women are more careful with money and better at envisioning how to distribute it in the best interests of the organizations and the communities they serve. Women are seen and revered as generous and fiscally responsible.

Women and men can bring their whole selves to work and can work in partnership and collaboration with each other to bring greater creativity and innovation to their work. Men now receive specialized training, the way women used to, to develop their passion for helping others and to learn to co-create and collaborate more effectively since these competencies are seen as much more valuable than individual contributions in the workplace.

Business magazines no longer carry stories about the competition between companies and countries. Competition now exists within organizations who partner for the greater good of the society. These competitions will be won by organizational partners who have learned to engage all their talent at all levels to co-create and collaborate effectively together. Pepsi and Coke are now collaborators and co-creators and put their collective resources together to design packaging that ends the trash problem for good.

Collaboration across cultures is still a challenge because many global organizations were not really global in 2010 so they are still transitioning to becoming global. In 2010, many organizations reflected the culture in which the business began. For example, American based businesses reflected the American values of individualism and competitive enterprise. In 2030, American businesses are just coming to terms with the need for their leaders to speak languages other than English such as Mandarin and Spanish, and to be comfortable in many cultures with extreme diversity. They are just now accepting that they may be required to truly partner rather than expect to always lead the way. Those who cannot form strong intercultural working relationships will not be chosen for leadership positions.

The leaders of the global organizations in 2030 are savvy global collaborators. More women than men are still graduating from high school, college, law school and business schools worldwide just as they were in 2010. Because more women than men are educated to do business worldwide and because women tend to want to use their success to develop others, women are now running major corporations in all industries except for oil.

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As the leadership of organizations has shifted from more men to more women, more attention has been paid to the impact of the industry on the environment and the sustainability of the planet. The concept of the empathic leader has taken hold over the antiquated concept of the directive leader. Empathy is seen as a great strength in leadership and a requirement of those at the highest level of leadership in organizations and government worldwide.

The empathic leader has concern for those who work for the organization in all capacities and in all endeavors. She also mitigates risk so that no employee is ever at risk of injury or death while at work. She ensures a safe work environment so that risks can be taken in the area of innovation and creativity. She is compassionate to those who work for and with the organization and collaborative with those who used to be competitors. She is also very concerned about the impact the organization has on the communities, the residents of the communities, and the environment where the organizations are operating. It is no longer Ok for organizations to strip a region of its natural resources or cause health problems for residents while operating in the region.

Because empathy and compassion are now recognized as critical characteristics of global leaders, there are almost no deaths, loss of livelihood, or environmental disasters as there used to be in 2010. Incidence such as the BP Deep Water Horizon disaster in the Gulf of Mexico where 11 men died, the environment was ruined for man and for animals and still is, and the loss of income affects families to this day have been reduced and almost ended.

Coaching in groups for global leadership development has become the norm. It is universally acknowledged that leadership development must be global and that development in groups promotes curiosity and caring toward others who are different which is now considered an essential way of being for the fully functioning global leader.

Leaders of the world stand for leadership which is wise and just, empathic, relationship driven, process and product driven, service oriented, collaborative and co-creative, intuitive and compassionate, and still gets results.

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