



10 Principles of Leadership Josh Bersin

<https://joanclotet.com/conocimiento/>

HAVE AN ABUNDANCE MINDSET

- Its and abundant world
- Climb the value curve in your business
- Create markets

THINK LIKE AN ECONOMIST

- for buyers / consumers
- for employees
- for shareholders
- for society
- Create value to create profit
- Good leaders think about the economics

LOVE TO STUDY & UNDERSTAND PEOPLE

- Human centered leadership
- Curiosity, respect, love people
- Challenge for technical leaders

HONOR & EMBRACE TECHNOLOGY

- Is part of business
- Embrace IT
- Evolve with it

CONSIDER ALL STAKEHOLDERS

- Community
- Clients
- Boss / Peers
- Investors
- Employees
- Who are your customers?

RESPECTS & BELIEVE IN THE POWER OF INDIVIDUALS

- Anyone can do amazing things
- Help others succeed
- Understand & Believe in others power

WE vs. I MENTALITY HAVE A SENSE OF MORALITY

- Ask yourself: For you or For all ?
- We are all connected
- Reinforce collaboration

BE HUMBLE

- Facilitates learning
- is a form of Respect
- Growth mindset needs it

INSPIRE

- Create energy for your team
- Start for yourself
- Connect with your values

MAKE DECISIONS

- Surf uncertainty
- Adapt to context
 - Creative
 - Low cost
 - Customer oriented
 - Fast follower