

no

THE BIG BAD
BOSS ERA
IS OVER

WAY

TRUST, INTEGRITY, HUMILITY

Bruno Rouffaer



LANNOO
CAMPUS

THE BIG

BAD

BOSS

ERA

IS

OVER

The world in which we live, with all its organizations, enterprises, consultative bodies, processes and structures, needs a new form of leadership, a new archetypal leader. This realization is spreading day by day. It is creating a collective awareness that can no longer be ignored or resisted.

We live in a dualist world.

At one extreme we have the representatives of the old-style leadership, rooted in the old selfish economic model of profit for profit's sake. These are the upholders of the established order, the men with 800 dollar suits and a platinum credit card. The 'big bad bosses' of the past and the exhausting micro managers of today, leading just for themselves, without the slightest thought for others and for future generations. Self-evidently, they want to perpetuate the status quo, since this has brought them position, power, riches and success.

At the other extreme we have the representatives of the new, sustainable, peer-to-peer society, which can count on ever-increasing popular support. Entrepreneurs, politicians and scientists, all of whom in their own way want to set new boundaries, are looking for solutions that will help to alleviate the major problems facing the world. They are making plans for an optimistic future, for an economy where work is fun and people stand central. These are holistic-thinking leaders, who are guided by respect, trust, generosity, balance, charisma, warmth and humility.

The old style of leadership thinking has brought our world to the situation in which it finds itself today. This is a situation that is no longer sustainable. Not for mankind and not for the world. Our wealth and prosperity have been bought at a price. It is simply not possible to extend our Western manner of production and consumption over the entire planet. In recent decades our economies have all grown. We all have 'more' than in the past and we all live longer. On the other side of the coin, we have never worked harder and there has never been so much stress and uncertainty. Likewise, the difference between the 'haves' and the 'have-nots' has never been so great. Nor has the happiness of future generations ever been in such great danger.

The earth will survive, even without mankind.
Can we afford to keep on making the same mistakes?
Can we afford to always be thinking about ourselves?

The new leadership is concerned for something other than itself. Instead, it is focused on the environment and on people. Modern leaders are facing the urgent challenge of turning their backs on the old style of leadership and ushering in a new era of balance. Instead of placing their emphasis on facts and figures, they must concentrate on human beings, on people rather than 'employees'. Organizations and companies need more empathy, fairness, trust, long-term thinking and inclusion.

The 64,000 dollar question is, of course, whether we can reconcile the best of the old growth model with a completely new manner of leadership thinking. A combination of the old and the new as a balanced whole. Is it really possible?

The leaders of tomorrow are currently the children of today, playing in their sandpits and romping in the park. The promotion of a new and better style of leadership must therefore start with the way we raise our young people.

In other words, if I manage to pass on the right values to my children, who in turn can pass them on to their children, then I will regard myself as a good and successful parent. When they are grown, all these children will participate in the great circus that is the world. If they then become a leader, I hope that they will live and work in accordance with the values that they have inherited, and that they will help to further implant these virtues in the collective consciousness of mankind. God knows, we need it. And as a leader you can decide for yourself. Your fate – and the fate of others – is in your own hands.

What type of leader do you want to be?
Make a choice – and choose for life!

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Merci!

Follow Bruno

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The big bad boss era is over

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WHY?

DO YOU WANT
to be a



WHY



do people appreciate
you?

DO YOU HAVE **FUN** ?
Are you **HAPPY** ?