

Future-Proofing In Leadership: An Insight

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ABSTRACT

The nature of futures is the main factor factored into the futures equation. Like disembodied potters, they model clay to paint futuristic landscapes. The world is becoming more complex, and at the same time the way we work is changing. Digitization and lifestyle changes are shaping work patterns and cultures that require new ways of working and new types of leadership. Future Proof Leadership comprises the areas of employee and customer experience, foresight, and sustainability. This white paper examines how future leadership in 2035 will emphasize the importance of customer and employee experience, predictive work, and sustainability. This topic is approached through a service innovation process complemented by foresight and service design methodologies. The paper identified leading figures and visionaries active in the contemporary field. An online survey and future workshop explored prospects for leadership targets. The results were summarized in his six scenarios of working life in the Finnish private sector in 2035, complemented by future worker and manager perspectives. Possible change paths and future-oriented employee and manager personas support scenarios. Research shows that future professional life will emphasize good self-awareness, the ability to adapt to change, as well as communication and teamwork skills that will help you adapt and succeed in an ever-changing environment. Sustainability can no longer be left to a single function or individual, but will be embedded in everything an organization does. Similarly, foresight and optimism for the future are things that everyone can positively influence, regardless of their job description. A leader's responsibility is to manage the employee experience, which also impacts the customer experience. According to this study, the pandemic has not created new problems that would otherwise have emerged or gone unseen. The pace of change is already accelerating ongoing issues such as digitization and location-independent ways of working. Change has happened faster than it would have been without the pandemic.

Keywords: Future Proof Leadership, Leadership, Future Working Life, Design Thinking, Sustainability, Foresight, Employee Experience, Customer Experience.

INTRODUCTION

“Future-proofing” is a idea utilized in distinctive regions of knowledge that want to assume and limit the consequences of destiny events: Think product design, engineering, architecture, and mobility.

Futurist and creator Jack Uldrich defines a destiny-evidence chief as “a person who takes the time to turn out to be privy to how speedy the arena is converting, privy to numerous traits that would have an effect on his or her enterprise.” There is grave hazard that leaders count on that the modern-day kingdom of the arena and enterprise will preserve as- is, allowing them to certainly hold the reputation quo. The moving sands and growing tides of virtual disruption inside instructional libraries, and the usually evolving needs and expectancies of college leaders, teachers, and students, require progressive answers and powerful management. Leading for Success is a management application designed to offer library personnel with a current and applicable skill-set to provoke and lead alternate to broaden and supply new initiatives.

The international is speedy turning into increasingly complicated and concurrently the approaches of running additionally changes. Digitalization and life-style are converting the bureaucracy and way of life of work, which calls for new approaches of running withinside the place of business and calls for a brand-new form of management. In business society, there has been a want to govern procedures and manufacturing. In the destiny, the want will alternate withinside the course of main humans and provider experience.

There has been a large amount of writing and research approximately management in general. However, so far, there's much less studies on what futureproof management ought to be, what capabilities or views are required in an unexpectedly converting surroundings that transitions from handling matters to main humans and teams. In an international in which one ought to be capable of put together for the destiny and spot a clean vision, one cannot most effectively derive from the numerical statistics of the beyond however additionally recognize human behaviour. As we will see the alternate from hierarchical systems of groups transferring closer to greater lean and self-directed groups, new types of management have emerged. Recently, there was dialogue approximately empathy, self-awareness, the significance of recovery, emotional intelligence, motivation, and company way of life as a part of management themes.

Goal of study

This work aims to find out how to ensure a sustainable and relevant business for our customers and employees, and how to systematically prepare for the future. What skills and attributes does this require in future leaders? What will India's working life look like in 2035? Because it is set to just 10 or 5. 2030 would have come too soon, and 2040 would be too far away for me to identify with. Design thinking offers an excellent approach to study this subject, as there is no off-the-shelf model and new models need to be considered. Additionally, the purpose of this article is to examine how surface issues of sustainability, foresight, and customer and employee perspectives influence future leadership. A service innovation process based on foresight and service design provides a framework for exploring this topic.

Design Thinking

In this post, process and data are examined through design thinking. It is primarily a way of thinking and thinking, a framework that provides practices for developing strategies and products to better meet future demands (Miettinen 2014). Satu Miettinen (2014) argues that design thinking helps us think about new ways of creating value and new types of value-creating networks that can help companies become more competitive, improve performance, and change management.

Design thinking enables solution-oriented actions aimed at being understood by key stakeholders, not only for entrepreneurs, but also for customers, employees, other stakeholders, and society at large. Always add value. (Meetin 2014). Ideo (Ideo U), a pioneer in human-centered development and design thinking, explains that design thinking is about balancing what is desirable from a human perspective with what is technically feasible and economical. doing.

The desirability perspective finds out what is of value to people associated with the company, while the feasibility perspective takes a stand on what can be done. A proof of concept is useful and worth trying. (Ideo U o.J.).

Research Questions

The following research questions have been developed, specifically examining the attitudes and views of managers, markets, customers, and employees.

How will the future of leadership in 2035 emphasize the importance of customer and employee experience, foresight, and sustainability?

While the research agenda is broad and interdisciplinary, so are the topics. People live in an environment of constant change and uncertainty. The pace of environmental change is being accelerated by multiple factors simultaneously. Megatrends and global warming are shaping a world that is also influenced by human actions and reactions. The aim is to find out whether the 2020 shocks influenced the pace of change and attitudes. (Hiltunen 2019, Ritakallio and Vuori 2019)

Process

In the 2010s design, processes evolved from user-centric to human-centric, and in the 2020s to earth-centric (Vincit 2019). While different focuses and methodologies have changed and evolved, the core of the service design process remains clear, and it all starts with understanding the overall operational environment and the needs of various stakeholders and narrowing down the problem. to start. (Stickdorn et al. 2018) Double Diamond, produced by the British Design Council, is a method of applying and assembling design thinking as a process. The process begins with understanding the big picture and identifying the problem, as described above.

This research follows a process of service innovation based on foresight and service design. The Service Innovation Process, Based on Foresight and Service Design, is a new framework created by Ojasalo, Koskelo, and Nousiainen. He powerfully combines foresight and service design with service innovation in one process. (Ojasalo et al. 2015). In this case, the process applies to conducting research, but the real purpose is not to create new services, but to research and innovate forward-looking leadership. Such processes are well known to authors of the topic of their work.

The research process is divided into his four parts:

1. Map and understand. Mapping helps you understand future changes in your business environment and anticipate customer and employee needs and expectations in that context. These are essential to building a future-proof business sensor capability as a market leader. Forecasting techniques allow for a holistic and systematic view based on findings from different perspectives. (Ojasalo et al. 2015)

2. Prognosis and ideas. Experiences, information, and perspectives collected at previous points in time are used as the basis for forecasting and brainstorming. In this phase, possible alternate futures are outlined. It can serve as a basis for creating new futures, supporting decision-making, or visualizing a shared vision. (Ojasalo et al. 2015)

3. Model and evaluate. At this point, the job changes from seizing new opportunities to seizing them. In this phase, new services, strategies or visions are modeled and tested and validated by target groups or, for example, publicly. The best method for the case is chosen. (Ojasalo et al. 2015)

4. Design and Influence. The final step deals with new services, concepts or visions and their implications for the future. The purpose of this phase is to initiate change and take steps towards the desired future direction. During this time, business analysis is integrated with creative thinking. (Ojasalo et al. 2015) the model is presented as linear, but should be viewed more as an iterative and intersecting process (Ojasalo et al. 2015). Unlike the original model, the most suitable methods for this research are future studies and design thinking.

METHODOLOGY

My works mainly use qualitative methods such as desktop research and group views. Online surveys also cover the qualitative aspects of research. In addition to conventional research methods such as co-design at the prognostic and conceptual stages, innovative design-based methods are used to visualize the results through scenario storytelling. A broad topic would have gained broader perspective and deeper research in a broader manner. However, the timeline of this paper limits the methods used in this paper.

Desktop Research

In order to understand the world under study, it is first necessary to do a desk study that outlines the subject. This step is typically performed before fieldwork where the target group can be explored through interviews, follow-ups, surveys, etc. Desktop research is also called literature research, but the material under review may include other available material such as videos, social media content, and articles. Desktop research does not yet seek answers to the topic, but seeks to gain a holistic understanding of the topic and explore broader issues and phenomena related to it. (Lesquela 2020)

Online survey

A survey is a method of gathering information and opinions from different people. It can be implemented as both a printed form and an online survey. Online surveys are preferred because they are readily accessible to the target group. They are cheap and easy to analyse.

Scenarios and Personas

A scenario is a fictional alternate description of the future. It can be used to describe the global situation, services, or the future of the company. Create a shared, visualized vision that can be used as a tool for ideation, development, or decision making. Scenarios are a powerful communication tool and help groups understand similar explanations on selected topics. (Tuulaniemi 2016) There are many ways to create scenarios.

It can be a textual description or story, or it can be a powerful visual that is instantly interpretable. The persona will be representative of her working life in 2035 and will complement the scenario in this article. Persona's task is to summarize the necessary competencies and characteristics of future leaders and employees based on literature research, interviews, and research.

Sensing and Forecasting Needs of Leadership

The purpose of the sensing phase is to map and understand forward-looking leadership topics. This research collects the views of executives and current people on this topic and uses this to create predictions and ideas for what the future of leadership might look like.

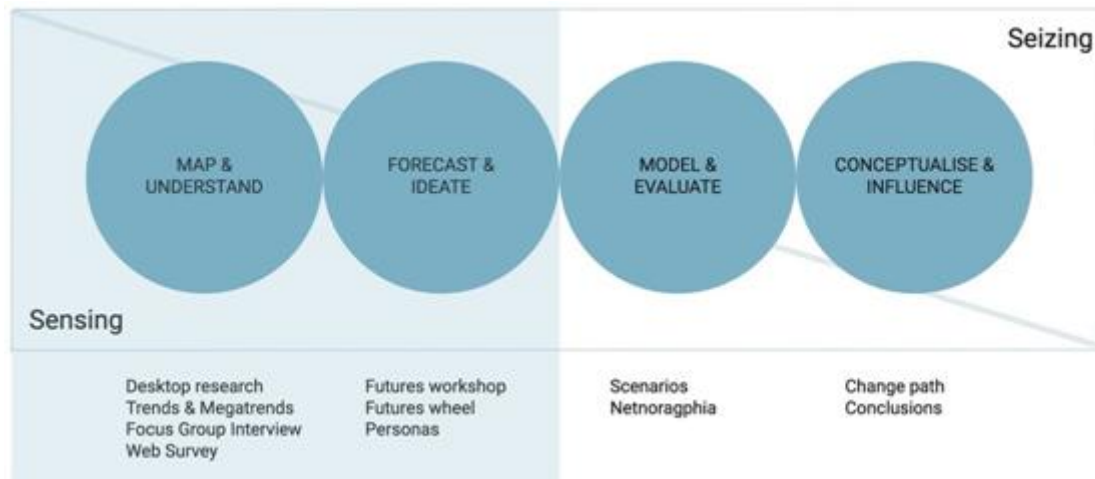


Figure1. Map & understanding and Forecast & ideate phases.

RESULT

Future needs for leadership

The topic of Future Proof Leadership exciting and current. Leadership is a mess these days as managing things becomes more about leading people and teams in compound systems. So far, managers may have sufficient technical, commercial, or project expertise. From both perspectives, we can conclude that future success will be achieved through human understanding, cross-border teamwork, and resilience of individuals, employees, and organizations. There is talk of people leadership, but this should not be considered homogenous group sparring, rather the people in this group should be seen as individuals. In the future, more and more people will work in environments with people from different backgrounds. Increase diversity in work environments that require skills to lead interdisciplinary and diverse groups of people.

Future working life skills of employees

As the leadership style becomes more enabling and serving, especially in expert organizations, it also requires various skills from the employee. If people were defined by material identity in the past, they are in 2000 more valued for their commitment leisure, self-development, and working on socially significant themes. The work identification does now no longer decide everything, however still, it could face demanding situations withinside the destiny if they need to work towards their values.

Living in constant change puts a strain on workers, and about how people can be kept able to work in the future. In media, there has been talking about passion work, which is a double-edged sword. A good job can also be consuming, like boredom and lack of influence, which are more often raised in media. The significance of energetic relaxation will boom withinside the future, and leaders will want to guide the bodily and intellectual resilience of personnel to maintain their careers unbroken. According to the views, the important traits of a future-proof worker are:

- resilience, tolerance of uncertainty and future optimism
- desire to evolve and eternal learning
- work community skills and networking skills
- self-knowledge and self-management
- healthy selfishness and taking care of own well-being mastering entities and anticipating oneself on a personal level
- working smart (get rid of thinking where more is better)
- balance in life and the ability to surf between different fields
- emotional intelligence
- taking responsibility, ownership, and commitment
- communication
- activity and open-mindedness
- the desire and ability to make repairs if something in working life doesn't feel right.

Expectations for future of leadership

The survey also revealed people's expectations for their future working life and management. Creating an environment of trust within the team and community was the most important benefit, chosen by her 52.1% of

respondents (Figure 2). Key characteristics were communication and collaboration skills (29.6%), setting and helping to achieve work-related goals (28.2%), and empowering and removing obstacles to work (26.8%).



Figure2. Essential thing sofa future leader based of survey.

As such, the responses strongly support topics that emerged in interviews from leadership transformation from production management to human leadership. It is important for leaders to communicate, empower and empathize. Leaders should be interactive, open, and supportive of personal success and development.

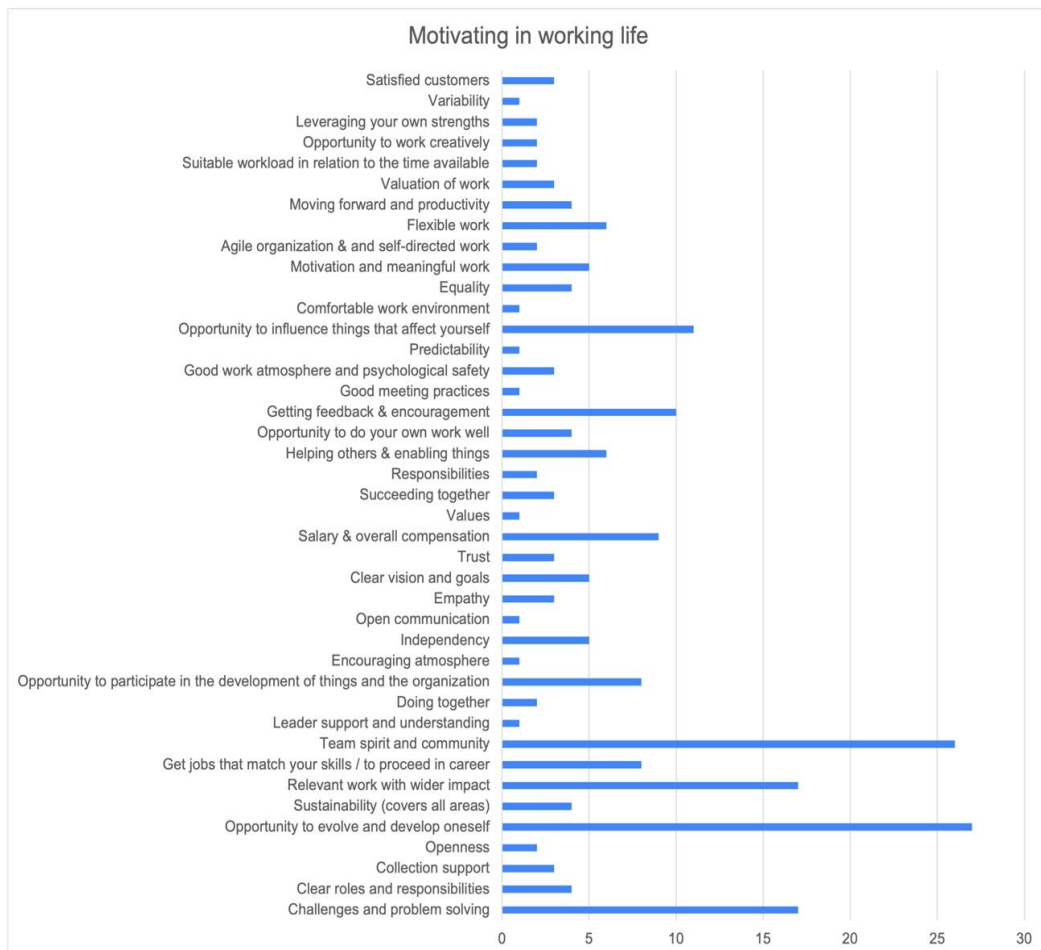


Figure3. Motivational factors in leadership and working life.

In addition to the motivating factors, questions were also asked to reduce job motivation. There was a free text field about the demotivating topic as well as the motivator. The responses show a systematic and clear trend, which is shown in Figure 3. The biggest discouraging factor was either too much work or too few resources. Many would have added to this honest answer that it is a lot of work to make up for it. Poor leadership, unclear job assignments and job descriptions, lack of sense of urgency and workload control, and lack of confidence were also the next top causes of low motivation. Topics that discourage leadership are often mentioned multiple times in the same answer.

Seizing and Conceptualizing Future of Leadership and Working Life

After deepening our understanding and generating future-oriented ideas, research proceeded to model possible futures of leadership. This aspect is also considered part of this phase, as, as already mentioned, there is no leadership without a leadership purpose.

Builders of large and complex system sin 2035

In this scenario, the work model is not based on normal working hours, work is done somewhat more efficiently and according to one's goals. People earn their livelihoods from multiple sources of income and some of their monthly payments may come from passive income. The number one reason people work is to remain a part of the community or to achieve better income levels and long-term savings goals.

Fosterers of a holistic customer experience in 2035

This scenario further emphasizes the importance of customer experience, where good customer experience becomes the norm and condition of how a company operates rather than a differentiator. Customer service is commonly recognized as anything from traditional commerce to healthcare services and all consumer functions. Mandatory and optional functions are digitized and data controls operations to a great extent, leaving much room for real, value-added and needed encounters.

Breeders of meaning full business in 2035

In this scenario, wage income needs to come from sources that provide a good standard of living, but above all it needs to make work meaningful. Individuals work as part of a larger system and the project nature of their work is accepted by default. Meaningful work is more than just working within an organization and being outside the business world. Significant work and sustainable behavior are expected of more and more companies.

Implementers of a strong vision in 2035

In this scenario, an individual's work life consists of several different careers and occupations. Work provides life and a primary source of livelihood, but one's passion can be realized outside of work and gratified through self-improvement. People are connected to their workplaces and communities for a specific period, such as a project. We understand that personal and company goals may conflict in the future, and that company and career changes may occur in a timely manner.

Seekers of peculiar life regard less of place in 2035

In this scenario, a generation of young adventurers is old enough to have previously purchased a family home, touring car, and children. The development of technology, the diversification of work styles, and independent living have made it possible for people to live more fulfilling lives, such as by switching from various income sources and hobbies to work.

Income and balanced life optimizer in 2035

In this scenario, the work model does not follow normal working hours, work is done in less time, more efficiently, and according to one's goals. You have multiple sources of income and some of your monthly payments may be passive income. The number one reason people work is to remain a part of the community or to achieve better income levels and long-term savings goals.

DISCUSSION AND CONCLUSION

This research shows that a leadership shift is necessary for companies to thrive in the future in a rapidly changing environment and a volatile world. By creating scenarios for working life in 2035, facilitating further discussion, and taking steps towards a desired future, this book will help him to see forward-looking leadership in Fall 2021 from the perspective of employees and leaders. intended to be considered. The framework used was a service innovation process based on foresight and service design, combining design thinking, future thinking, and service innovation. The work primarily used qualitative methods such as focus group interviews, future workshops, personas, scenario building, and netnography. At the same time, an online survey using quantitative methods was used. They have served this purpose well, and the authors intended to create a shared understanding of what the future of leadership might look like, and to create scenarios based on that, explored the requirements and expectations of forward-

looking leadership. Perceptions of leadership change were explored using interviews, trends, and surveys. Research was limited to Finnish working life and already highly advanced labor industries or individuals.

As a result, it is difficult to assess the context and timeframe of more traditional organizations, such as industrial firms focused on manufacturing and process industries. There is a demand for future proof leadership

The survey question was: How will the future of leadership in 2035 emphasize the importance of customer and employee experience, foresight and sustainability? Based on the research conducted, these issues play an important role when it comes to prospective leadership. However, the topics of sustainability, foresight and customer and employee experience were not clear and exhaustive. They serve as a reasonable frame of reference for the work, but as the research and interviews show, the topics are broad, rich in detail, and mean different things to different people. of values exceed expectations and responsibilities. Managers surveyed were of the same opinion, but say that sustainability will be embedded in everything in 2035, and that foresight and vision are more related to competitiveness. Using the information gathered, we created six mutually supportive yet distinct scenarios for how people will function in 2035 and the need for leadership in that worldview.

Leadership is changing, mainly based on research related to Finnish information work. It changes under control or pressure from employees, for example, job changes or increased entrepreneurship. Traditional management of financial efficiency, expertise, and ever-increasing revenue expectations no longer succeeds in the age of service. People, their resilience, motivation, and engagement directly impact the customer experience and, in turn, their performance. More and more work is designed, directed, and implemented by the people who do it. In this case, leadership should focus primarily on motivation, building meaningful careers, and holistic understanding. Findings from an online survey address factors that hinder future workplace leadership and reduce work motivation. They strongly advocate the need for human-centered leadership.

According to research, talent has emerged as one of the most important competitive factors in companies. For this reason, we need to pay attention to the relevance of people's well-being and experiences in order to get the most out of them without overwhelming them. Research shows that in the future, leadership will be everyone's responsibility, regardless of title or area of responsibility.

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