



WISE Leaders

Contextual Leadership after Coronavirus Pandemic



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Special Advantages for Participants:

- Join the World Community of WISE Leaders.
- Receive a special award from Wisdom Nations.
- A special certificate of WISE Leader.

WISE Leadership is contextual. This truth becomes even more persistent during the New Normal, after coronavirus pandemic. It's the new era where opportunity emerges when environmental factors and individual action come together.

Leadership has often been regarded as a fact-based scientific approach and managerial decision-making requires knowledge (technical expertise, data, facts) and a rational approach (Wisdom).

Program Goals:

- To achieve Wisdom Nations first objective of creating a new cohort of WISE Leaders to be active across the globe.
- To meet Harvard Business Review standards of wise leaders.
- To upgrade your enterprise to a new level of profitability through WISE Leadership.
- To be a member of the World Community of WISE Leaders.



WFS WORLD
FUTURE
SOCIETYSM

HARVARD
UNIVERSITY

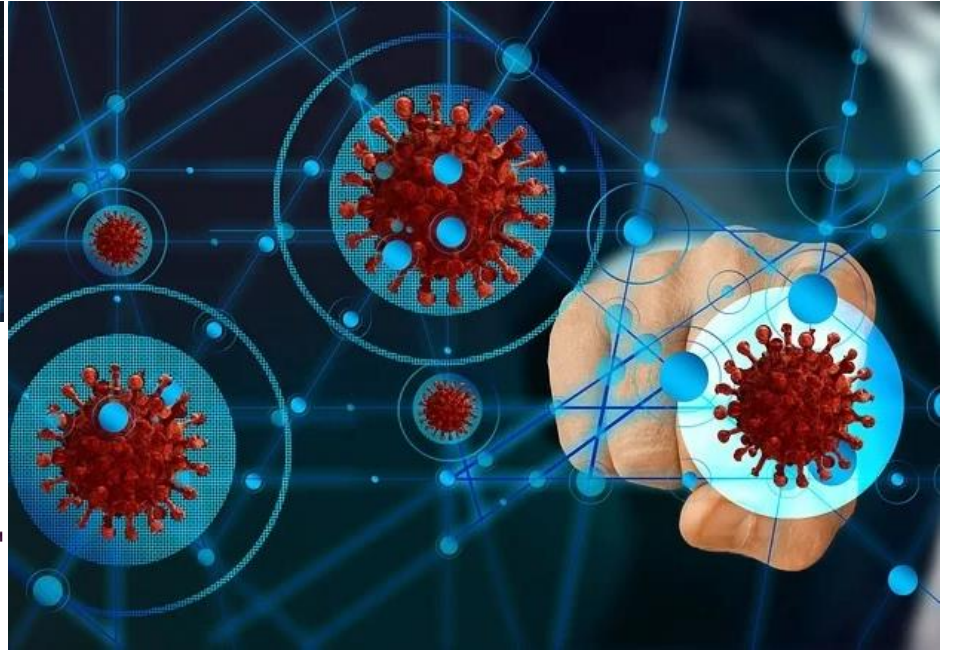


TESLA

Wisdom pays:

Wisdom doesn't displace profitability; on the contrary it enhances profits and multiplies them.

The case of TESLA is the best proof. When they persisted on working a big cause, their stock share went from \$17 to \$2000.



From Smart to WISE Leaders: Time to be WISE

Smartness is like a wild horse – riding it can be exhilarating for a while until one is thrown from it. To tame and harness smartness for the long run, we need wisdom – the stuff that gives us ethical clarity and a sense of purpose.

Below are six capabilities that smart 21st-century business leaders can use to cultivate WISE Leadership.

Smart leaders generally fall into two broad categories: functional smart and business smart.

1. Perspective:

Functional smart leaders...typically focus on what can be done in the short term and tend to shy away from ideas that don't reinforce their own perspective.

Business smart leaders...typically have a long-term vision and can get others to line up behind that vision. They spot opportunities and act quickly on them, sometimes ignoring critical input.

WISE Leaders...pay attention to patterns that connect and ideas that expand their worldview. They focus on bringing out the best in others and finding a noble purpose that can be shared with their followers.

2. Action Orientation:

Functional smart leaders...are more focused on doing things “the right way” than on doing “what is right.” They don’t adapt easily to changing circumstances.

Business smart leaders...tend to act impulsively and make emotional decisions but do not always communicate their course corrections or reasoning to others.

WISE Leaders...are neither excessively cautious nor risky. They use their noble purpose as a touchstone to assess which risks are worth taking, and they act appropriately without losing their authenticity.

3. Role Clarity:

Functional smart leaders...focus on the “what” and “how” of their role rather than the “why.” They also tend to stick to the same role because it’s in their comfort zone.

Business smart leaders...often let their ego and pride get attached to their role and the perks that come with it. This can get them into trouble when they feel the end justifies the means.

WISE Leaders...have no role confusion between what needs to get done and who is best at carrying out that role. They act as trustees or servant leaders in whatever roles they accept – and don’t mind allowing others to lead.

4. Decision Logic:

Functional smart leaders...excel at low-risk decisions that can be executed in a predictable manner. They struggle with decisions that affect the long term or the need to integrate other perspectives.

Business smart leaders...favor decisions that carry high risk and high reward. They are prone to making quick decisions without always consulting others.

WISE Leaders...tend to make intuitive decisions using both discernment and discrimination. They make decisions that take into account the larger context, personal values, and ethics.

5. Flexible Fortitude:

Functional smart leaders...are methodical in their work and operate strictly within those limits. They will defend their decision at any cost, and it’s difficult for them to change directions.

Business smart leaders...also demonstrate persistence, but can too easily give up if there’s a better opportunity. They bounce back from setbacks, but don’t always learn from their mistakes.

WISE Leaders...stick to decisions when aligned with their noble purpose, are good at enlisting support, and revise decisions when the context shifts. They draw on collective willpower for transformational change.

6. Drivers of Motivation:

Functional smart leaders...are motivated by operational excellence and high-quality execution. They place taking care of their families and financial security over fame or financial gains.

Business smart leaders...are driven by the strong desire to achieve fame and success in life. Adventurous by nature, they eschew routine projects and seek challenging initiatives instead.

WISE Leaders...are driven to serve others. Intrinsically motivated, they can exercise great self-discipline in staying with an issue and resolving it without the need for external reward or recognition.