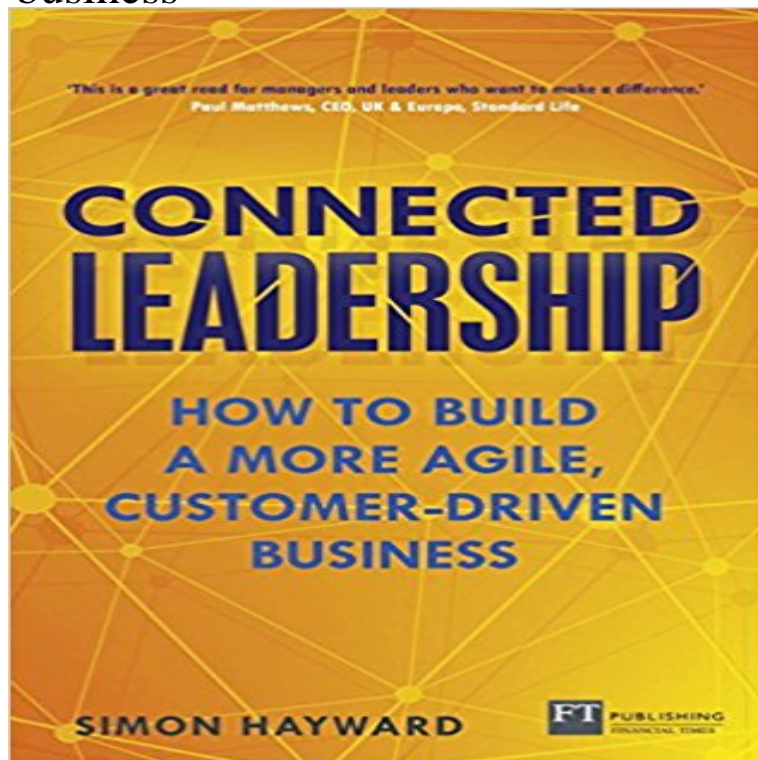


# Connected Leadership: How to build a more agile, customer-driven business



Connected Leadership provides a clear, practical guide for leaders of organisations who wish to create a more connected, agile and customer-oriented organisation in a digitally connected, customer-driven 21st century business environment. It lays out the key factors of the connected organisation and the leadership behaviours that will allow these factors to become embedded and sustainable. It provides a range of case examples to demonstrate what this looks like in practice, complemented by a series of tools and techniques that leaders can use to diagnose their organisations current position and plot a successful course to achieve these more connected ways of working. It is, at heart, a real-world guide to changing your leadership style and approach to align an organisations culture and values with those needed in a world where the prevailing models of command and control are so obviously failing. Connected Leadership will show you how to: Create a more agile organisation & respond swiftly to changing markets & customer needs Cope with increasing market complexity & uncertainty Build trust, reputation & become a more authentic leader Develop a connected leadership approach

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