


## LEADERSHIP FOR A BETTER WORLD

Leadership is the centrepiece that enables the success of teams, organisations, communities, and societies. However, it is evident from the global media discourse that too many leaders do not fulfil the mandate of leadership for a better world. Globally, leadership abounds with examples of individuals who pursue personal agendas at the expense of others, society and the future of the planet, and who do not live with courageous integrity. It is likely that trust and faith in leadership will continue to evaporate alarmingly with people becoming increasingly frustrated and disillusioned with leaders and the institutions they represent.

Leaders can no longer be measured in terms of their individual conquests and achievements for their respective institutions alone. The accomplishments of leaders must be judged on the long-term, holistic and beneficial impact they make on their direct and indirect spheres of influence. Leaders' success must be assessed based on their worthy impact on others and their contribution to the sustainable well-being of the socio-economic and natural environments. Leadership is not about getting but about giving. Leadership, therefore, is not about status or power but about serving the needs of those who grant one the honour of power, explicitly or implicitly, and its associated duties. This role must be exercised with care while demonstrating goodness with industriousness.

There is no simplistic or quick solution to the apparent leadership vacuum – the world embodies a complex system of competing demands and interdependencies that often interact in unpredictable and perplexing ways. However, increased manifestation of responsible leadership, on all levels and in all contexts, will go a long way to improve the situation. Responsible leaders recognise the systemic complexity of the world. Yet, although they may not have all the answers, they courageously strive to build a better world, now and for future generations.

The Manifesto below aims to provide a transformative perspective, capacitating leaders to step up to the demands of enacting responsible leadership. Leaders in all contexts are encouraged to reflect on the principles in the Manifesto, stress-test themselves against these principles, and take corrective action where necessary. Leaders are invited to engage in collegial, institutional, and public discourse regarding the requirements of the Manifesto and allow themselves to be publicly evaluated in terms of these principles. It is anticipated that such reflections, considerations and provocations will serve as a catalyst to facilitate the manifestation of a different, much-needed leadership approach and mindset.

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## MANIFESTO: RESPONSIBLE LEADERSHIP FOR A BETTER WORLD

Leadership excellence is manifested in enduring principles of responsibility. These principles demand setting a commendable example by owning up to one's responsibilities to:

1. Responsibly and humbly **SERVE** all stakeholders impacted by one's decisions and actions, even those without a voice at the table, and pursue a greater, common good that transcends self-interest
2. Accept liability for **PROTECTING** and **PROMOTING** all that is good and worth caring for in order to create a better workplace, society and world
3. Consider the **SYSTEMIC IMPLICATIONS** of decisions and actions, or the omission thereof, on others, society and the long-term sustainability of the socio-economic and ecologic elements of the planet
4. Actively and collaboratively **ENGAGE** stakeholders while ardently pursuing a benevolent future that serves the common good
5. Craft inspiring, deserving and shared **DREAMS**, propelling what must be achieved collectively to leave behind a worthy and lasting **LEGACY** for current and upcoming generations
6. Show unconditional **COMMITMENT** to be the best possible leader, whatever it takes, and to deliver steadfastly on what was realistically promised or agreed upon
7. Be trustworthy by leading with courageous **INTEGRITY**, consistently adhering to a clear set of ethical principles, regardless of personal consequences
8. Uncompromisingly take full **ACCOUNTABILITY** for all one's decisions and actions, accepting liability for the consequences of such decisions and actions, and **RESPONSIBILITY** for the decisions and actions of one's followers.
9. Earn the trust bestowed on being a leader by treating others with **CARE, DIGNITY, RESPECT, COMPASSION, and INCLUSIVITY**
10. **ENABLE** and **EMPOWER** others to become the best versions of who they can be. Excellence in leadership responsibility brings about a better world and a brighter future for all.

**Product of the Centre for Responsible Leadership Studies (Africa), Stellenbosch Business School**

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