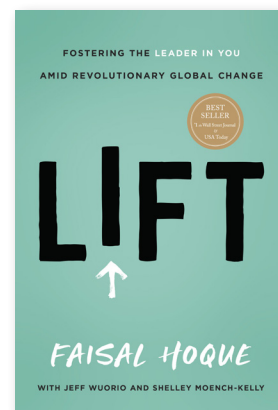


Lift

Fostering the Leader in You Amid Revolutionary Global Change

by **Faisal Hoque**



Contents

Introduction

Page 2

The Fourth Industrial Revolution

Page 2

COVID-19

Page 2

Climate Change

Page 2

Misinformation

Page 2

The Overriding Essential—
Emotional Intelligence

Page 4

Conclusion

Page 4

THE SUMMARY IN BRIEF

There have been few periods in human history marked by as much transformation as this current era. From COVID-19 to the climate crisis, the Fourth Industrial Revolution to the rise of misinformation, the world is changing dramatically every day.

In *Lift*, Faisal Hoque—thought leader, serial entrepreneur, tech innovator, advisor to CEOs and government leaders, and author—offers perspective on leadership at both the individual and organizational level. It explores the intersection of transformational leadership, systemic thinking, and experiential learning in an age of change and disruption, helping leaders of all kinds navigate these challenging waters. This book summary also explores *Lift's* perspectives on the importance of emotional intelligence in life and business, and how it can be developed and executed in today's world to massive benefit.

IN THIS SUMMARY, YOU WILL LEARN:

- How to master the intersection of transformational leadership, systemic thinking, and experiential learning.
- How to survive and thrive in the changes and disruptions of the Fourth Industrial Revolution.
- Why transformational leaders who focus on people and long-term solutions are the key to a prosperous future.
- How to become a transformational leader through empathy, execution, and knowledge.

Introduction

In a world being transformed by unprecedented change, effective, meaningful leadership is becoming even more essential. Sweeping change is everywhere, much of it focused on technology. Labeled the “Fourth Industrial Revolution (4IR),” emerging technologies and their interactions with one another are upending how we work, play, educate, and govern ourselves. Artificial intelligence, augmented reality, big data, multidimensional printing, and the development of varied collaborative tools such as “cobots”—robots designed to interact physically with human beings in a collaborative environment—are just a sampling of the power and pervasiveness of technological disruption. But 4IR is not only about smart, connected machines and systems. Its scope is much wider as well.

For instance, waves of further breakthroughs are happening at the same time in areas ranging from gene sequencing to nanotechnology to quantum computing. It is the fusion of these technologies and their interactions across the physical, digital, and biological domains that is transforming how we work, play, live, and communicate.

The Fourth Industrial Revolution

The Fourth Industrial Revolution and other drivers of change have shifted the playing field as far as work is concerned. Although the COVID-19 pandemic was an absolute tragedy in most ways, it did compel people to acknowledge that 4IR has opened up work arrangements and tools that previously received little attention. Moving forward, a number of noteworthy companies and organizations have publicly committed to continue to offer a variety of work options, including full-time remote employment.

One downside to the proliferation of 4IR is a sharpened, justifiable concern over security and privacy, be it proprietary work material or medical records. As technology continues to spread and mature, it will be incumbent upon companies and organizations of all types to invest in and maintain rigorous security measures and protocols. Just as important, they also need to inform employees, customers, and others of all that they’re doing to ensure that sensitive information and data remain secure. Lacking that sense of trust, many will be understandably gun-shy about using even the most advantageous and sophisticated technology—particularly so in an age where misinformation can cloud and distort well-intentioned and well-executed policies.

COVID-19

The impact of COVID-19 has highlighted the importance of one element of transformational leadership. Perhaps now more than ever, business leadership needs to emphasize empathy with clients and consumers. The pandemic has served to further consumers’ growing emphasis on doing business with businesses that “do good,” rather than just the least expensive choices. It’s critical that businesses—through various means such as, soliciting consumer feedback on a regular basis—stay in close touch with clients’ values and priorities. Price is still an issue but no longer holds the singular dominance it once commanded. To succeed and grow, businesses and organizations of all types will need to empathize with their end users to make certain that their priorities are aligned with the person making a buying or some other sort of decision.

Climate Change

Greater awareness of the impact of climate change mandates a systematic, comprehensive strategy to leverage that shift to the utmost. Here, it can be helpful to subdivide the global topic of planning and execution into two different categories. First is mitigation—those steps that can be taken to minimize and even reverse environmental damage, including retrofitting buildings to lessen environmental impact and leverage clean energy, developing more sustainable transportation, greater overall use of solar and hydroelectric power, and other actions. The second category is adaptation—policies and actions with which to adjust to the realities of climate change. These include preparing for longer and more active fire seasons, updating community disaster plans in anticipation of more severe weather, and other proactive steps that both acknowledge and prepare for climate change events. This two-pronged approach acknowledges the reality that climate change cannot be limited just to corrective action—it also underscores the fact that climate change isn’t going to be solved overnight and that proactive planning is necessary to minimize existing damage as much as possible.

Misinformation

Experiential learning can prove central to better educating people of all ages about misinformation and ways to identify it. Whether within the confines of formal education or personal skill development, systemic thinking is absolutely essential to the growth of greater media literacy.

Approach misinformation and fake news with a sense of empathy toward others—not for people attempting to pull off such scams but for others who may be unwittingly taken in by misleading or potentially dangerous falsehoods. If you spot what you believe to be false news, call them out on it. Let the person posting the material know that you believe it to be false and cite your reasoning for doing so. Cite the questions and other means of investigation you used to identify the ersatz posting. Treat those who believe fake news with an understanding of how easy it can be to fall for such mischief.

Individual Opportunity— The Newly Empowered

Experiential learning and close observation are critical to pinpoint just how the individual—including you—is growing in influence and authority. While examples such as health-care portals, growing application of remote and flexible work, and other instances are perhaps the most obvious and visible, keep an eye out for more beneath-the-radar signs that many dynamics of everyday life are increasingly shifting toward the individual. For instance, does your employer seem more interested in soliciting feedback from employees and taking proactive steps to help ensure that the work environment is supportive and constructive? Did a company or organization with which you dealt—which never sent a “How did we do?” sort of email—now shoot you several? Being aware of these and other seemingly minute issues can reinforce your appreciation of your growing influence, further prompting you to act upon that leverage.

Opportunity in Business— Financial and Ethical

A primary opportunity driven by exponential change is the expansion of customer and marketplace appeal beyond issues such as price. Companies that practice an active form of empathy to maintain close contact with their customers’ priorities are recognizing that factors such as social responsibility, environmental practices, employee relations, and other issues are playing a growing role in consumer decision-making. However, companies maintain that contact—by way of blogs, consumer feedback opportunities, surveys, and other means—will prove essential to staying in step with the shifting values of their markets. And as change continues to take hold and evolve, technologically and otherwise, the more critical that commitment to empathy will become.

Businesses of all sorts also need to keep reminding themselves that this, for better or worse, is a brand-new world

where many so-called rules and realities have yet to be firmly established. Accordingly, a mindset that emphasizes and is comfortable with experiential learning is valuable, not merely to identify new opportunities but also to start to learn what sorts of strategies and ideas will prove effective in a constantly evolving environment. The textbook of opportunity has yet to be written in full, so a focus on experiential and ongoing learning will prove critical to navigating change successfully.

Opportunity in Health Care— Shedding a “Sickcare” System

Health care needs to systemically evolve into a more closely coordinated industry in which partners of all sorts cooperate and collaborate much more than they traditionally have done. This can include everyone from the health-care industry itself to pharmaceutical manufacturers to insurance companies. Technology such as AI and other like developments will make such a confluence that much more viable to assemble, not to mention better positioned to analyze and subsequently apply conclusions and breakthroughs. Further, technology such as patient portals and other tools can make more complete and detailed information that much more readily available to patients.

Healthcare also needs to be empathetic to the needs and priorities of greatly empowered consumers. This dovetails with a growing emphasis on complete well-being, not necessarily just the physical. Similar to the synergy and cooperation outlined in the prior point, this will mandate closer cooperation between all sorts of health-care providers, including physicians, therapists (both physical and otherwise), and others. Technology can also help to boost the efficiency and efficacy of such cooperation, not to mention involve patients in a more ongoing, comprehensive manner.

Opportunity in the Public Sector— The Rise of the Digital Citizen

Although technology of all sorts holds extraordinary promise, the future of government lies in a decidedly less tech, more human form of operation. Whether a greater inclusion of citizens in the creation of policy or technology that affords greater human contact in government when necessary, a more empathetic approach is shifting the overall focus and activity of government to the end user—those impacted by the laws and regulations that are the purview of government. Ideally, the end result will be better-crafted laws and regulations that prioritize those they will impact.

The Overriding Essential— Emotional Intelligence

Emotional intelligence lies at the heart of effective transformational leadership. Incorporating trust, a willingness to take risks and to let others do so as well, and other traits compose a style of leadership that's in tune with the ongoing flux of today's world. Moreover, the more things change and evolve, the more the value of emotional intelligence will increase and become increasingly applicable and useful.

Empathy is a particularly important emotional component of sensitive, transformative leadership. To elicit the types of behavior and mindset that emotionally intelligent leaders value, it's essential to develop a genuine sense of connection with and understanding of others. A strong group belief in high, meaningful goals and commitment is only possible when a leader truly sees what makes others tick and what positive actions can be taken to leverage those very personal characteristics. Emotional intelligence doesn't just benefit others. It also works to strengthen your own sense of personal worth, feeling of achievement, and growth. It only makes sense—if everyone around you feels and works better as a result of emotional intelligence qualities, why should you be the exception?

Emotional Intelligence, Systematic Execution

A transformational leader embraces experiential learning. By focusing on policies, practices, and outcomes, a transformational leader is constantly evaluating what's effective in actual practice. From there, a comfort level with adjustments allows the leader to make adjustments accordingly. A transformational leader also recognizes the novelty of many

of the leadership challenges change has introduced in all areas of how we work and play. Since the playbook has yet to be written, learning as you go is the only effective way to navigate leadership challenges effectively.

Conclusion

There is no magic bullet. No single approach to making the most of the opportunity of the change we have experienced—and will continue to experience—will prove the be-all and end-all solution to the challenges that change poses for us. Rather, it will be a confluence of ideas, strategies, and actions that will prove effective in managing and making the most of sweeping change. That will involve not only constant experiential learning but also a willingness to experiment and improvise. The world that existed yesterday will be decidedly different from that of tomorrow and the day after. It will take a complete and adaptable toolkit for each of us to cope effectively with that ongoing cycle of reinvention.

But it's also an optimistic time to be alive. However grim reality can often be, mistakes, miscalculations, and even the most significant challenges are as mortal as we are. Approach them with the skills and an attitude born of opportunity and possibility, and the future can make the struggles and frustrations of the past seem like distant memories.



Faisal Hoque is an accomplished entrepreneur, senior executive, author, thought leader, public speaker, and advisor to management teams and BODs with more than 25 years of cross-industry success. He is the founder of SHADOKA, NextChapter, and other companies. They focus on enabling sustainable and transformational changes. Throughout his career, he has developed over 20 commercial business and technology platforms and has authored a number of books on leadership, innovation, mindfulness, resilience, organizational transformation, and entrepreneurship.

Lift: Fostering the Leader in You Amid Revolutionary Global Change by Faisal Hoque © 2022 by Faisal Hoque. Summarized by permission of the publisher, Greenleaf Book Group Press. 272 pages, ISBN 978-1639080120. Summary copyright © 2022 by Soundview Book Summaries ®