

THE NEW LEADERSHIP FRAMEWORK

A NEED FOR CHANGE

CONNECTION, COLLABORATION & COMMITMENT

Whitney Wolfe Herd embodies female empowerment and success. "After all, you don't get on a Time's "100 Most Influential People" list without demonstrating exceptional levels of influence and leadership (Hvorostovsky, HVO Search). A willingness to listen to subordinate managers, expresses true collaboration and connection. Wolfe Herd expresses deep commitment and compassion to her role as CEO of Bumble and to her employees. Toward the end of June, she gave employees an entire paid week off vacation to prevent burnout from the increased long-term stress developed from the COVID-19 work environments.



In contrast to Whitney Wolfe Herd's leadership style and incorporation of inclusive values that recognizes collaborative dialogue, many leaders are struggling to adapt to our changing society. The reformation of the outdated leadership framework must challenge the traditional decision-making process and mindset. "Doing is important, but action must be balanced with thinking" (*Leadership is Language*, Marquet, p.40). A thoughtful decision-making leader recognizes the importance of two different processes to accurately cultivate diverging ideas and foster innovation for successful outcomes.

“*I have experienced first-hand how unequal relationships negatively impact all areas of life. I wanted to change this.*”

WHITNEY WOLFE HERD

CHALLENGE: BALANCING VARIABILITY

Variability enhances the brainstorming process and encourages more diversity of ideas, which is a positive attribute and concept to incorporate in the solution forming process. Does it work well in the implementation of the solution? No. Instead, limiting variability in the action process is necessary for the execution of actions and solutions.

WHY?

"To be effective, we need to weave back and forth between thinking and doing" (Marquet, p. 44). The decision-making process should formulate new and diverging ideas, instead of simply mimicking the proposed solutions by leadership. Whereas the brainstorming or decision-making process should increase a variety of thoughts and proposals, the execution of the decided action should be performed with procedural steps and standardization. An increased variability in the decision-making process and an increased dedication to cooperation in the leadership framework, employees feel more autonomous and possess a willingness to share thoughts and concerns. The cultivation of an inclusive, equal, and empathetic workplace that fosters collaboration, innovation and compassion improves commitment, but also encourages employees to voice their concerns. Although variability is necessary to evolve leadership and the decision-making process, there must be a strategic balance in developing a consistent framework for success. To succeed in fostering an inclusive workplace with transformational leadership, utilize the framework below, and adapt its concepts to your organization's process to promote a balance of variability.

“*The problem is that the language we use is only about doing, not thinking*”

LEADERSHIP IS LANGUAGE (MARQUET, P. 44)

HOW DO WE CHANGE OUR LANGUAGE?

SHIFT MINDSET

USE THE FRAMEWORK AS A GUIDE

ASK OPEN-ENDED QUESTIONS

EMBRACE ADAPTABILITY

FRAMEWORK:

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|----------|---------------------------------------|----------|------------------------|
| 1 | CONTROL THE CLOCK, NOT OBEY THE CLOCK | 4 | COMPLETE, NOT CONTINUE |
| 2 | COLLABORATE, NOT COERCE | 5 | IMPROVE, NOT PROVE |
| 3 | COMMIT, NOT COMPLY | 6 | CONNECT, NOT CONFORM |