Potential Project

A New World, A New Kind of Leadership

The world has shifted, and nothing will go back to the way it was. It's imperative for leaders to lead in new ways.

25% of people are at **higher risk of burnout** when leaders fail to respond to their needs

40% of people are **less committed to the company** when they have an arrogant leader

34% of people show **higher job satisfaction** when their leader responds to their emotional needs

30% of people show **higher job engagement** when working for a **humble leader**

40% of people work for someone they consider a **"bad" leader** [1]

75% of Americans say **their boss** is the **most stressful part of their day** [2]

1 of 2 people have quit a job to **get away from a leader or manager** [3]

Source: Potential Project

What's needed now are leaders who can do the hard things of leadership but in a human way.

DOING HARD THINGS **IN A HUMAN WAY**

As a leader, how do you care for your people but still do the hard things that leadership demands? Many think this is a binary choice but making tough decisions and being human are not mutually exclusive. In truth, they are aligned.

There are two key ingredients: **WISDOM** and **COMPASSION**.

Source: Potential Project

"Doing Hard Things"
REQUIRES

WISDOM

The courage to be transparent with others and to do what needs to be done, even when it is uncomfortable.

"In A Human Way"
REQUIRES

COMPASSION

Care and empathy for another person, combined with an intention to support and help.

Our study of 2000+ leaders shows the extraordinary power of wisdom and compassion.

THE POWER OF **WISDOM + COMPASSION**

Employees with leaders who show either wisdom or compassion on their own have net positive experiences. They enjoy and are engaged with their jobs and are less likely to burn out.

But when a leader demonstrates both wisdom and compassion, the double impact on employees' wellness and productivity is exponential.

IMPACT OF A LEADER'S COMPASSION AND WISDOM ON THE EMPLOYEE EXPERIENCE

PERCENT IMPROVEMENT

- Ø — **A LEADER WITHOUT WISDOM OR COMPASSION (BASELINE)**
- C — **A COMPASSIONATE LEADER**
- W — **A WISE LEADER**
- C+W — **A COMPASSIONATE AND WISE LEADER**

Source: Potential Project

Job Satisfaction

Ø	
C	+32 %
W	+34 %
C+W	**+86 %**

Decreased Burnout

Ø	
C	+20 %
W	+23 %
C+W	**+64 %**

Organizational Commitment

Ø	
C	+33 %
W	+31 %
C+W	**+61 %**

Satisfaction With Leader

Ø	
C	+52 %
W	+49 %
C+W	**+80 %**

Job Performance

Ø	
C	+9 %
W	+7 %
C+W	**+20 %**

Job Engagement

Ø	
C	+21 %
W	+24 %
C+W	**+54 %**

Leadership styles are not hardwired. Set a goal to lead from the upper right quadrant.

THE WISE COMPASSION LEADERSHIP MATRIX

The right balance of Wise Compassion is best captured by the Leadership Matrix: four quadrants representing four distinct behavioral outcomes, and separated by the two dimensions of Wisdom and Compassion.

The Matrix maps the starting point for an organization's leaders and uncovers the areas of opportunity for targeted leadership development. Better leaders means better people and better organizations.

COMPASSION

CARING AVOIDANCE
Letting empathy be a barrier to action

WISE COMPASSION
Getting tough things done in a human way

IGNORANCE

WISDOM

Source: Potential Project

INEFFECTIVE INDIFFERENCE
Lacking interest in and concern for others

UNCARING EXECUTION
Putting results before people's well-being

INDIFFERENCE

The Human Leader is Potential Project's bi-annual study of the critical attributes that constitute a new model of leadership. Based on data from 5,000 companies across 100 countries, The Human Leader provides ground-breaking insights into how leaders can unlearn management as they've always known it and relearn how to be human.

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