

RETHINKING THE PURPOSE AND MEANING OF

LEADERSHIP**SINGAPORE**

The COVID-19 pandemic and its knock-on effects have led executives to reflect on their leadership approaches. As a result, they are more committed than ever to leading with empathy, collaboration and purpose.

“Rethinking the Purpose and Meaning of Leadership,” a survey conducted by WE Communications and YouGov, finds **Singapore leaders understand that companies must consult a more diverse set of stakeholders**. The challenge ahead: Identify clear-cut strategies for acting on these priorities.

**STAKEHOLDER ENGAGEMENT:
AN OPPORTUNITY TO MOVE FROM UNDERSTANDING TO ACTION**

71% of Singapore leaders surveyed say stakeholder engagement is one of the most important leadership behaviours for 2021. Still, **nearly half** are only somewhat prepared to engage with the organisation’s stakeholders and manage its priorities and initiatives in the coming year.

**THE WAY FORWARD: DEEP LISTENING
AND RESPONSIVENESS**

In 2021, listening must go both wide and deep. Leaders must **seek to understand and empathise** with their employees and community members.

At the same time, they must engage a broader set of stakeholders than before. These stakeholders expect executives to show, rather than merely tell, how their actions embody the organisation’s purpose.

Top leadership behaviours and practices:

- Listening to and engaging a broad array of stakeholders
- Building a culture of trust, respect and empathy
- Leading by example
- Motivating and empowering people to drive change
- Adapting swiftly and proactively

The past year has strongly impacted the way **leaders see themselves and their role**. Compared with a year ago, leaders said the following have become more important:

78%**Leading
with empathy****72%****Being more collaborative
and consultative****74%****Defining a unifying purpose
for my organisation****MEANINGFUL ACTION TO PROMOTE CHANGE**

Singapore leaders recognise business’s role in shaping a better tomorrow. Donations and CSR are not enough. To positively impact society, businesses and their leaders must prioritise **retraining** and **digitalisation** efforts while aligning their policies and practices with their purpose.



To learn more about this research and how leaders can best meet stakeholders’ expectations for purposeful leadership, contact **Alicia Eu, Head of Corporate, Singapore**