

## Transformative Leadership Continuum

Leader type	Organization transformation	Purpose	Values	Mindset	Lead	Technology	Operates	Data	Result	Impact	Business objective	Examples
<b>Transactional</b>	<b>Business Process Management &amp; Innovations</b> (Business change)	Effective company; delivers value to shareholders	Efficiency, logical, loyalty, morality consistency	<b>INVESTOR VALUE INSIDE – OUT</b>  Improve business processes, innovate	Gen X, Baby boomers	Computers systems, software	Silos, separate functions	Market research	Profit, better product	ROI, KPI	Incremental  Competitive advantage	Product innovations, new business systems
<b>Transformational</b>	<b>Integrated Innovation</b> (Digital Change)	Innovative solutions, digitize organization	Open, empathy, flexibility, transparency, integrity	<b>INTEGRATED OUTSIDE-IN</b> People first (customer, employee)  Transform mindset, customer experience	Millennials, Baby boomers	Cloud, social media, mobile apps	Collaboration between silos with innovation unit, integrated strategies	Analytics, big data, marketing automation	Disrupt markets, engage networks	Triple Bottom Line, customer satisfaction index, feedback  Corporate Social Responsibility	Iterative  Digital advantage	New digital business models, shared, economy  Alibaba, Amazon UBER, Airbnb
<b>Purposeful</b>	<b>Sustainable Outcomes</b> (Organizational Change)	Design organization for sustainable outcomes for all stakeholders	Generosity, sustainability, agility, authenticity	<b>HARMONY</b> Customer, Employee, Community  Transforming organization and relationships	GEN Z, Millennials	IOT, nano technologies	Functions integrated; input from intrnl divisions	Data driven decision making	Own disruption, innovation, values driven solutions,	sustainable performance indicators;  Creating Shared Value	Exponential  Transformative advantage	Values driven business models for networked economy;  TOMS Shoes  Container Corporation  Unilever
<b>Catalytic</b>	<b>Social Indicators</b> (Social Change)	Revolutionary solutions to global challenges; changing the way we live Making people community & world better	Compassion, happiness, equality, ethical, trust boundary-less	<b>GLOBALLY ENTWINED</b>  Transforming organizations to empower & sustain human endeavors	Intergenerational	Quantum computing, neuromorphic chips	Across disciplines and global expertise	Data lifestyle decision making	Realign priorities, discover breakthrough solutions, reimagine what's possible	Quadruple Bottom Line, societal change; circular economy	Quantum  Global cooperative advantage	Sustainable, values drive Cures for cancer; zero carbon economy; job creation  SPACE X

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