



SEED

SCHOOL FOR
EXECUTIVE EDUCATION
AND DEVELOPMENT

Addressing Key Challenges Faced by Contemporary Leaders

A SUMMARY OF SEED'S RECENT
CONVERSATIONS ON MODERN LEADERSHIP

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GYÖRGY LEITNER



EXECUTIVE
INSIGHTS

Over the past five years, we have witnessed an unprecedented transformation in the business landscape.

Geo-political crises, economic downturns, environmental issues, and the impact of Covid have collectively given rise to a state of permanent and multiple crises worldwide. The juxtaposition of accelerated technological changes and the constant questioning of key tenets of capitalism pose a significant and escalating challenge for leaders, requiring them to navigate through continuous change and uncertainty.

SEED's proprietary research affirms that 85% of leaders in the Central and Eastern European (CEE) region have experienced a notable acceleration of change in their businesses. Additionally, two-thirds of them believe that leading an organization has undergone a radical transformation in the past five years¹.

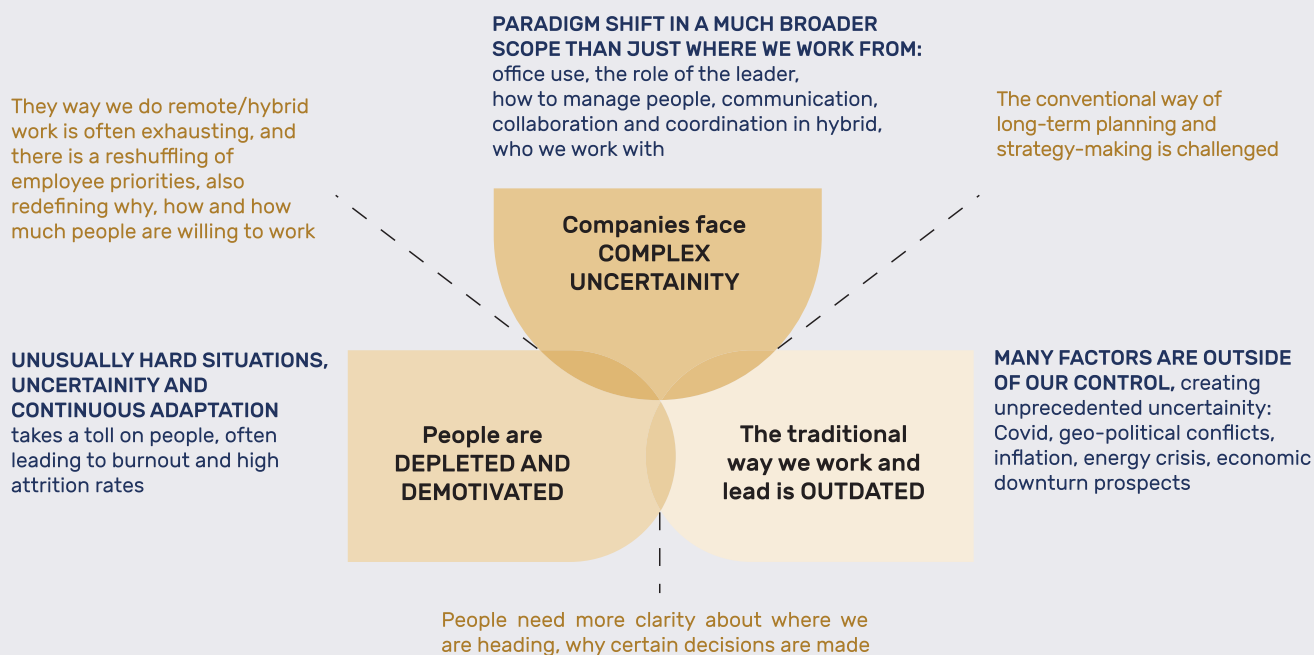
The focus of SEED's conversations on modern leadership in the past eighteen months has centered around several critical areas: the evolving nature of work and leadership, the challenges of attracting and retaining talent, the complexities surrounding the pace of digital transformation, the intricacies of strategy formulation and execution in an unpredictable environment, and the imperative of leading in an agile manner. These topics are deemed among the most crucial areas that demand heightened attention from leaders, as they are profoundly influenced by the ongoing changes.

This paper aims to distil the key insights gleaned from our research and numerous conversations with top leaders on these subjects.

1. CHANGING THE WAY WE WORK AND LEAD

Despite sweeping changes in companies, systems, and society as a whole, the fundamental aspects of our work have remained largely unchanged in the past decades. Elements such as the length of the workweek, daily hours, and the close association of work with the office have persisted. However, the onset of COVID-19

The ever-increasing uncertainty presents new challenges to organizations



¹ SEED Executive Insights (2023): Survey on Transformation and Agility, May 2023