



**THE SELF-
DISRUPTIVE
LEADER**


**MARKET REPORT:
MEXICO**

The Self-Disruptive Leader is
part of Korn Ferry's three-year
examination of the transforming
and disrupted Future of Work





***Leadership
will make
or break
businesses.***

A person wearing a blue helmet and a black jacket is rappelling down a steep, rocky cliff face. They are holding a yellow rope that extends across the frame. The background shows a clear blue sky and distant mountain ranges.

As much as it may seem logical to think so, it doesn't always follow that great companies have great leaders. High performance often hides a multitude of sins—toxic cultures, questionable practices, employee disengagement, and more.

This stark reality was revealed in Korn Ferry's latest report examining the skills future leaders need. Not only were investors of companies dissatisfied with what they saw, but they considered current leadership styles to be in urgent need of change: 70% argued short-term pressures stripped leaders of the ability to push through innovation, digitization, and change, while a surprising two-thirds (67%) identified current leadership norms as "not fit for the future."

With the only certainty seemingly being that business will only face greater uncertainty, Korn Ferry's findings suggest a new, very different leader is required.

Our research found that if companies are to avoid **self-destructing**, leaders need to embrace, rather than simply react to, the external disruptions they face. To beat disruption, they literally need to "**disrupt**" themselves—their thoughts, their values, their actions. Disruption of markets can only be met with the disruption of the leadership approach.

In short, it's the Self-Disruptive Leader companies now need.

Companies with leaders who aren't future-ready face a double bind: not only are they less able to adapt to the changing business environment, they may face a penalty from those who evaluate their businesses. To navigate this difficult situation, many companies need to overhaul their leadership development programs, as well as the very structure and culture of their businesses. This organizational step change will enable them to equip their leaders-in-waiting with the opportunities they need to become a new generation of Self-Disruptive Leaders.

In this supplementary report, we uncover what self-disruptive leadership could mean for Mexico.

Investors call for a new model of leadership.

The combined impact of disruptive global megatrends has forced organizations to evolve rapidly—sometimes frantically—thereby making leadership crucial to their continued success. Competent leaders are even more vital in a complex and continually evolving ecosystem. Companies that fail to satisfy the market that they have the right people at the top risk dwindling investment.

And yet our research shows that only 15% of today's leaders can be considered self-disruptors.

There is an urgent need to develop a pipeline of future-ready leaders today. Investors and analysts in Mexico rate talent as very important across enterprises, but especially at the top: 77% cite an exceptional CEO as critical to an organization's success. Meanwhile, 80% of investors say the need for transformation is going to make leadership more important to company performance within the next three years.

But the demand for this strong, innovative drive isn't confined to one individual at the top: investors want leadership strength across the C-suite and beyond. In Mexico, 83% of respondents cited boards of directors as crucial to corporate performance, with 66% demanding top skills and capacities in the senior leadership team.

No more business as usual.

Investors in Mexico see the squeeze on the companies they rate and invest in: 80% believe these companies are confronting disruptive challenges, and 77% believe companies need to deliver some transformational change.

Technology is compounding organizations' stresses, as it allows changes in one industry to swamp others—new competitors now emerge from anywhere. Tech companies now constitute the six largest companies in the world, and the expansion of this sector's horizons seems boundless. Constant tech-related shake-ups make strategy planning a real challenge: 66% of Mexican investors say it is harder to forecast threats when competition can come from anywhere. This has led 80% of investors to value future vision and orientation over past performance. In fact, globally, a company's financial performance and earnings growth is now the least compelling factor for those making investment decisions.

Instead, Mexican investors want organizations to launch into a major reconsideration and transformation of their practices on talent and leadership:



The market context for the Self-Disruptive Leader.

71%

Mexican investors who believe that traditional and legacy leadership will not be fit for the future.

63%

Mexican investors who said they'd give leaders increased financial scope to make the changes necessary to bring their businesses in line with the future.

57%

Mexican investors who said the pressure for short-term performance works against leaders' ability to deliver innovation, digitization, and change.

57%


Mexican investors who said they would give leaders more time to effect major change.

Introducing the “Self-Disruptive Leader.”

Models of good leadership are often based on replicating the characteristics and capabilities that have succeeded in the past. But while many of these qualities are important, this approach neglects the importance of the future. In a world characterized by rapid change, yesterday's paradigms risk becoming redundant, or even harmful. Predicting exactly what the future will require is an impossible task, so leaders instead must equip themselves with a strong portfolio of future-oriented and change-ready skills in order to keep responding to fluctuating market demands with dynamism and insight.

We call these adaptive change-makers “Self-Disruptive Leaders.” Today's business environment is characterized by rapidly changing strategies, business model innovation, and operational transformation. While leaders trapped in yesterday's mindset often struggle to find their place and voice in this new business world, Self-Disruptive Leaders are highly learning agile, self-aware, emotionally and socially intelligent, purpose-driven, and assured but humble. They proactively modify their own methods and attitudes, enabling them to keep pace with the rapidly transforming environments that threaten slower-moving peers. Flexible mindsets at the top permeate throughout these businesses and enable every individual to navigate change and succeed in a shifting landscape. Leaders who make their teams dependent block growth; rather, those who can get organizations behind their vision and then empower others to execute on it are well-positioned to achieve.



A person is climbing a rope ladder against a rock face. The ladder is made of white ropes and is attached to a green rope. The person is wearing a black shirt, yellow pants, and a red harness. They are reaching up with their right hand to grab a rope. The background is a dark green, textured surface.

The qualities that differentiate the Self-Disruptive Leader can be summarized by the ADAPT dimensions:

A

Anticipate: Demonstrate contextual intelligence to make quick judgments and create opportunities; focus on the societal needs that the organization wants to serve; provide a direction to unify collective efforts even among disoriented environments.

D

Drive: Energize people by fostering a sense of purpose; manage the mental and physical energy of themselves and others; nurture a positive environment to keep people hopeful, optimistic, and intrinsically motivated.

A

Accelerate: Manage the flow of knowledge to produce constant innovation and desired business outcomes; use agile processes, quick prototyping, and iterative approaches to rapidly implement and commercialize ideas.

P

Partner: Connect and form partnerships across increasingly permeable functional and organizational boundaries; enable the exchange of ideas; combine complementary capabilities to enable high performance.

T

Trust: Form a new relationship between the organization and the individual that centers on mutual growth; integrate diverse perspectives and values; help individuals to uncover their sense of purpose and facilitate them in providing their maximum contribution.

How we uncovered the Self-Disruptive Leader.

By analyzing the leadership profiles of 150,000 leaders from the Korn Ferry Institute's proprietary data, the study uncovered the five ADAPT qualities of effective, future-focused leadership—qualities which correlate with a country's ability to innovate, according to the Global Innovation Index, as well as with a company's likelihood of being an acclaimed brand. Additionally, the study uses opinion research from 795 investors and analysts to model the gap (in 18 key global markets) between the current supply of these high-performance qualities and the market's demand for them, to reveal just how wide leadership skills shortages are globally and by market. (For more information on the methodology or to download the full Self-Disruptive Leader global report, please visit: kornferry.com/self-disrupt.)



What does self-disruptive leadership mean for Mexico?

In recent years, Mexico has witnessed an increase in the number of companies focusing their efforts on digital transformation. Most of them reacted after Amazon came into the marketplace, when it was already too late. Still, the ones making their way through this transformation are the ones where the leaders had the vision to bring in the right talent. An increase of Spanish and Argentinean talent in Mexico implies they looked abroad to hire from more digitally developed markets. These leaders were able to anticipate that there was no time to develop talent from within—they knew they needed to do something different.

Strategies that were successful only a couple years ago are not going to work in this new environment. Farsighted leaders understand there's no way of competing against something that has broken all paradigms, in terms of what traditional go-to-market strategies could bring. In addition, these successful leaders are demonstrating learning agility as they adapt to these changes, having invested valuable resources toward training their teams to head in the right direction.

Mariana Herrerias, Client Partner, Mexico, Korn Ferry

The current state in Mexico.

In Mexico, investors on average believe that only 27% of all leaders in the country are equipped to lead future businesses. It is not what leaders already know about the market, but their ability to embrace change and take risks in an ambiguous environment where information about the future is still incomplete or simply doesn't exist. Yesterday's decisions have a visible impact on where companies are at in the stage of transformation. Few leaders can anticipate and prepare their companies for change, and investors are probably taking this as a predictor of how they will lead in the future.

What Mexico has, what Mexico wants.

Although there is global demand for all aspects of self-disruptive behavior in leaders, each market has different strengths and weaknesses in its current stock. What's more, investors in different markets have distinctive priorities when it comes to what they want most from leaders. As a result, the greatest skill shortfall varies in different places, and leaders in each economy need to focus on a different ADAPT dimension to satisfy market demand.

Accelerate and **Drive** top the list of investors' expectations, which emphasizes speed and urgency. Leaders need to shore up their execution to implement new ideas and capitalize on fleeting opportunities. But the largest mismatch is on **Trust**—leaders score high on this quality, yet it ranks low on the investors' list. This may suggest that leaders need to learn how to meet employees' needs in a way that also generates positive business outcomes.

The gap between leaders' abilities and market expectations.





The importance of focusing on trait-based development for breeding the next generation of Self-Disruptive Leaders.

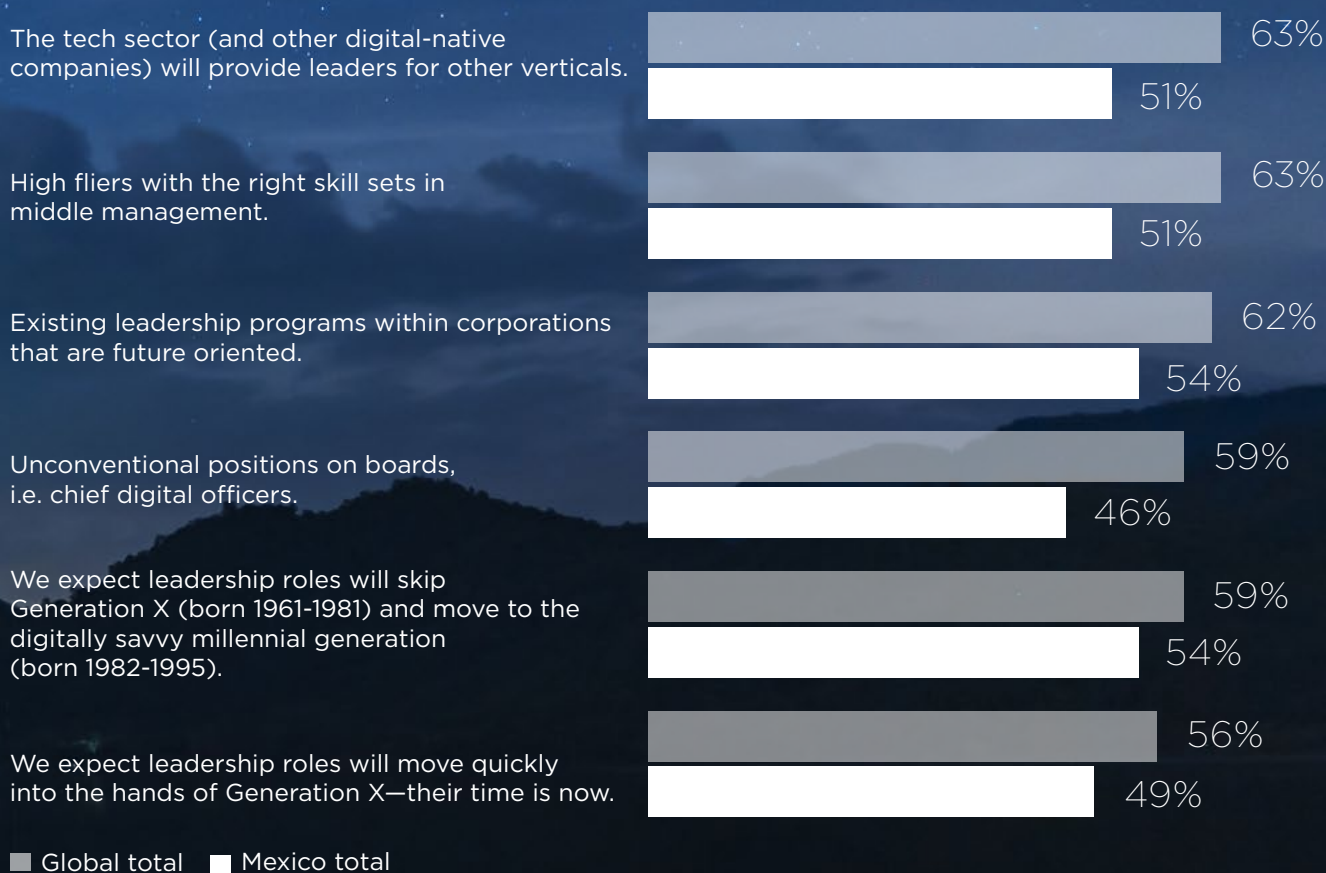
Mexico has witnessed this mismatch in Trust reflected on leadership styles. It is not only about leading an organization, but about engaging and inspiring others to achieve their targets. This reflects the scarcity of these leaders in the market, as what lies beneath engaging others has to do with intrinsic characteristics: traits and drivers. People can learn, but they cannot “fake it”—engaging and inspiring does not come from technical experience, it comes with a certain personality that owns a true passion for creating a vision and engaging others to follow.

Where will Self-Disruptive Leaders come from in the future?

Many already occupy lower-level roles in their companies. They yearn to be led by an engaging leader who is open to change and considerate of their ideas. Therefore, they are learning about different styles and assessing how their current leaders tackle problems. They have the benefit of learning from more traditional styles—or directive styles—and incorporating this learning into creating their own vision of what a true leader needs to thrive in this new work environment.

To make the most of this talent pool, any individuals with potential must be allowed to test their aptitude at a higher leadership role. To become leaders, they'll need exposure and guidance in dealing with executive job functions such as enterprise value, profit and loss, balance sheets, and external stakeholders. They must circulate throughout an organization to stimulate their minds, learn new skills, experience different ways of working, and build important relationships with colleagues of many different backgrounds, experiences, and capacities.

Investors view on where Self-Disruptive Leaders will come from:



In Mexico, more than half of investors believe four sources will supply the Self-Disruptive Leaders of the future: the tech sector and other digital-native companies, existing leadership programs within future-oriented corporations, high fliers with the right skill sets in middle management, and the digitally savvy millennial generation.

Rediscovering existing potential.

Self-Disruptive Leaders won't be found using well-worn practices. Instead, organizations will need to think about talent as a system if they want to tackle this complex and multilateral issue. Recruitment, compensation, training, development, and succession planning may need a full revamp to ensure that organizations widen and maintain a flow of diverse talent, especially of hard-to-find Self-Disruptive Leaders. In beginning to develop this system, businesses should focus on three key points:

- **Develop new mindsets.** Traditional leadership development focuses on skills and behaviors, but this needs to be supplemented with mindset development to successfully advance new Self-Disruptive Leaders.
- **Open up leadership development opportunities.** Leadership development must become available to more people. In the past, it often has been elitist and focused on certain individuals; it needs to move toward a collective model that empowers everyone in a company to develop their leadership capabilities.
- **Foster always-on development.** Organizations need to facilitate always-on development not only by providing learning opportunities, but by helping busy employees navigate training easily and rewarding them for learning. Simultaneously, individuals at all levels need to take ownership of their own development. Together, this will build an employment contract built on mutual growth.

Although these changes may seem daunting to current executives and directors, companies must act with urgency to put these structures in place. This evolution matters: the market already knows that companies need to do more to help tomorrow's Self-Disruptive Leaders climb up through the business, with 63% of investors and analysts globally saying high fliers with the right skills and capacities in middle management will be vital in the future of work.





The final word.

Traditional training routes aren't equipped to solve the leadership crisis, often producing outmoded mindsets that can't keep up with the rate of change. Instead, a revolution in how companies develop leaders is vital for closing the leadership pipeline gap.

To capitalize on an increasingly disruptive world, companies must accelerate their identification, recruitment, retention, development, and promotion of leaders with self-disruptive potential at all levels of the business. Organizations must develop a culture that empowers everyone within them to challenge their own thinking and disrupt themselves.

This final point underpins the solution to the leadership crisis: leadership can no longer be isolated and inscrutable. By cascading ADAPT proficiencies throughout the organization, companies will develop a self-perpetuating ecosystem of leaders, ready for whatever the future of work brings.

For more information on self-disruptive leadership in Mexico and how to prepare for it, contact:

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To download a full copy of the global Self-Disruptive Leader report please visit: kornferry.com/self-disrupt.



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