

From Now To How: Social, Virtual and Cross Generational Leadership

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This article was first published, on a terrific blog of extraordinary thinkers, [Switch and Shift!](#) Thanks to Ted Coine and the Switch and Shift Team for sharing this post.



You can criticize, condemn and complain or imagine, inspire and innovate. Your choice will determine your destiny. – Deepak Chopra

The need to go from NOW to HOW is critical. Leadership starts with our ability to imagine, inspire, innovate and communicate forward.

Hope lies in not simply playing to strengths, but to seizing every challenge, change, stressor and failure as an opportunity to grow, evolve and expand the power of our minds, the strength of our brains and the capacity of our hearts.

Courage lies in our ability develop a whole new mind set, skill set and heart set that optimizes the unbridled passion, purpose and potential of humans to do better, rather than simply living or working faster than ever before.

Strength lies in finding a common language, a common message that touches the heads, hearts and mind of many. A message that transcends social, ethnic, virtual and cross generational lines because it speaks to the purpose that unites us all.

Leadership starts with our ability to imagine, inspire, innovate and communicate forward.

Leaders must be purpose driven because purpose equals profit on a multiplicity of levels. If your employees, your team, your constituents do not feel that the work they do, the contribution they make, is purposeful they will never optimize or maximize their potential.

If they do not feel that they are an integral part of a bigger picture, a larger goal or a greater team, the engagement, loyalty, transparency of communication and collaboration optimization of engagement and potential will not be achieved.

Similarly, if they do not have access to resources that help them learn new ways of thinking doing and communicating that enable their greatest potential in the face of change, challenges, complexity and opportunities they cannot lead forward.

Leaders must embrace their ability to go from NOW to HOW by not simply playing to strengths but also to using change, challenges, stressors, even failures to optimize all 3Q's: IQ (intelligence-focus-ability to learn and re-learn faster and better); EQ (emotional intelligence; self awareness, self management, relationship management, social management, communication); and SQ (values, purpose, integrity).

3Q Leadership strengths are not for the faint of heart. They are instead for those who want to negotiate dark corners, build new bridges among diverse groups and develop communities of purpose and practice that survive and thrive by using strengths, changes and challenges to communicate and lead forward.

Leaders must be excellent listeners, learners and communicators who build bridges across diverse groups, internal and external constituencies. They must build and empower [Communities of Purpose](#) where shared objectives, values, purpose and language empowers, engages and sustains actual, social/digital/virtual communication and collaboration.

They must have the courage to negotiate dark unknown corners with courage, hope, faith, integrity and humanity knowing that the differences that separate us are inconsequential in relation to the common human bond and purpose that unites us.

They must have the communication skills to find the message, the sound bite that opens the ears, heads, hearts and minds of all, irrespective of race, creed, gender or generational age. They must be leaders who learn, re-learn and fail forward faster and better than ever before by developing real and virtual/social communities of purpose.

Leaders must be excellent listeners, learners and communicators who build bridges across diverse groups, internal and external constituencies.

The need to go from NOW to HOW is critical. Leadership starts with our ability to imagine, inspire, innovate and communicate forward. It means embracing our ability to learn, re-learn, imagine, inspire and innovate by championing the mental, emotional agility and consistency of united purpose and integrity that can help us use what is to create what can be in ourselves, our people, our organizations...our world.

About the Author:

First woman CEO of a steel company in Canada, Irene Becker has a track record of trailblazing accomplishments in business and in the community at large. Irene is an inspiring executive coach, speaker and writer whose R-E-A-C-H methodology and 3Q focus has helped clients achieve breakthrough results in their careers, communication, leadership and lives. Passionate about the integrity of her work, [Irene is dedicated to helping change-makers LEAD forward at the speed of change.](#)



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