

Developing Leadership through an Intentional Corporate Culture

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Abstract: Using thought provoking logic and a passionate style of delivery, Balaji Krishnamurthy causes each member of the audience to examine their own unique style of leadership. Unlike others that attempt to provide a formulaic training on leadership, Krishnamurthy insists that while leadership can be developed, it can not be learnt or imitated, and suggests that business leaders must develop a clear and intentional leadership agenda that is their own. This agenda must then be translated into an intentional corporate culture.

In designing an intentional corporate culture, Krishnamurthy examines many elements, including:

- Fundamental value relationships between various stakeholders of owners, employees and customers
- Different approaches to staffing strategies and its impact on culture
- Compensation philosophies and their implication on employee motivation
- Emphasis on speed and agility and its impact on tolerance of error and stress in the organization
- Styles of decision making and its impact on empowerment
- Environment and forms of reward and recognition

Krishnamurthy emphasizes that there is no right or wrong culture, and hence the diversity of cultures amongst well performing organizations. Rather, he insists that the culture must be intentional and reflective of the values of the leadership, and must serve as a source for developing additional leadership within the organization. To this end, he offers five leadership dimensions as a basis for thought.

The audience will leave with the ability to analyze their own leadership style and agenda. They will have a framework within which they can formulate and articulate their leadership agenda. More specifically, they will have the tools to represent that agenda in the form of a corporate culture that they wish to develop intentionally within their respective organizations. Most importantly, they will leave energized to act.