

Leadership Forecast 2021

In the annual *Leadership Forecast*, Georgia College provides expert analysis on the current leadership environment and offers considerations for leaders as they guide their organizations in the year to come.

To read the *Leadership Forecast*, visit leadcreatively.org.



Trends

Based on our analysis, we forecast four major trends for organizations and individual leaders to consider in 2021.

Balancing Risk with Innovation

1

Organizations and their leaders — from boards of directors and the C-suite to operational leaders and function-managers—will prove more risk-averse in 2021. Simultaneously, the COVID-19 crisis will hasten the risk to organizations that fail to embrace innovation and globalization.

Strategic Reckoning

2

Successful organizations in 2021 will reckon with their fundamental strategic precepts. In the wake of the many disruptions wrought by the pandemic, they will recalibrate their strategies, operations, and tactics and use newfound knowledge and experiences to deepen future analyses.

Competition for Talent

3

The labor market will remain loose, but the competition for talent will remain strong.

Trust and Mistrust

4

Organizations, including governments, now have an unprecedented opportunity to rebuild trust and affinity among their constituents and stakeholders.

Those four trends form the core of this forecast. With each trend, we consider the implications for private-sector firms, government and public-sector organizations, and non-profits. We offer analysis for each sector and likewise suggest key assessments related to each trend.

Key Assessments

The key assessments offered here come in the form of tactical-level guidance and direct actions leaders can take.

- The COVID-19 crisis has hastened the arrival of Industry 4.0. Use 2021 to revisit some of your fundamental precepts of leadership.
- Leaders will do well to reflect upon, discuss, and document what they have learned in the past year about their organizations' cultures.
- Leaders should be careful not to retrofit their usual approaches into their new operating environments.
- Leaders and managers should renew and develop comprehensive talent development planning for their organizations. Education leaders need to recalibrate education delivery, including diversified and portable credentials and micro-credentials, and identify new ways of scaling their content delivery. Industry leaders need to prepare their talent development strategies for diversified, and even global, competition.
- In 2021, organizations committed to strengthening and protecting their talent pipelines should spare no effort to affirm their commitment to their members and employees.
- Leaders should consider how their organizations and networks provide outreach and offer appeal to younger generations. Particularly consider the so-called "Millennials," the generation born between 1981 and 1995, and "Generation Z," born after 1996.
- Leaders should work with their teams to review their organizations' stakeholder analyses in 2021.



To learn more about the *Leadership Forecast* and how your organization can stay up to date with the latest research and expert analysis at Georgia College, please visit leadcreatively.org.