

Dictatorship is Dead – The Power of Partnering in Global Leadership

The Power of Partnership is evident in many forms. This article highlights the power of collaboration in and between global corporations.

'If we are together nothing is impossible. If we are divided all will fail', spoke Winston Churchill in 1943 of the partnership of nations fighting Fascist tyranny. What politicians learned seventy-three years ago is today's lesson for business. Corporations no longer function as monolithic hierarchies. 'In the past a leader was the boss', wrote management thinker Ken Blanchard. 'Today's leaders must be partners with the people. They no longer can lead solely based on positional power.'

This novel approach to leadership doesn't stop at the boundary of the corporation. When customers start to think of you as a working partner, they no longer make buying decisions based purely on price.



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In our own leadership coaching businesses, based in Zurich, Singapore and New York, partnering with our global clients has, since our foundation in 1998, been a natural style. You can't impose coaching on someone; it would be doomed to failure. An executive must work in partnership with his or her coach, so that both collaborate in the end objective – that is, growing the corporate bottom line through excellent leadership. And is it not even better if the client's boss and the HR leader become partners in the process? So it is that we invariably seek to form proactive partnerships around the world, not only with our client executives, but with the leaders of our client corporations.

The way to succeed in today's cut-throat business world is to create a customer-centric approach, where client service is the biggest differentiator. By working with customers on growing their revenues and solving their problems, successful enterprises enjoy the benefits on their own top and bottom lines. Partnership-building starts with identifying shared values and building trust. These underpin profitable customer/vendor relationships. They lead to situations where businesses can compete where appropriate, but also collaborate where win-win outcomes are possible.

The Power of Partnership! Collaboration for mutual benefit, inside and outside the corporation, leads to sustainable business success for everyone.