

# Hiring: New leaders wanted

 By [Naseem Javed](#)

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The new empires of image and power belong to newcomers and new leaders, from unknown and faraway places, with formal and informal training, with or without resources.

These new champions have commanding skills to read the pulse and rhythm of supremacy and are never afraid to tackle the issues, with fascinating ease; this is because they already have the following crafts perfectly mastered:

- **Technology Tango.** This is to incorporate the latest technology at every single step of the business process; to model all expansion on digital replication bases, shrink costs, create an information technology mentality, and engage in a tango of entrepreneurial spirits with bits and bytes.
- **Customer Centricity.** This is to create an endless flow of new customers, irrespective of market, size, geography, and conditions; to become a super power customer acquisition master using the very latest techniques.
- **No-Logo-Slogo.** This is to not to get blind sided with logo and slogan only; not to drive the train without any map of destination; to become harshly pragmatic and image-management-driven optimising all the other alternatives.
- **Social Media Dependency.** This is to become fully at ease in a complex social media environment; to monetise and create dynamic combinations; create layers of structures in cyber space and start living there.
- **Geographical Mastery.** This involves a really deep understanding of many dozens of foreign markets; as well as having the capability to deal with all of them in multiple time zones, with cultural barriers simultaneously, and to cherish and enjoy global reach.
- **Nomenclature Expertise.** This is to differentiate naming liabilities and to address the right solutions, break the old moulds, to introduce ultimate marketing weapons, and to create new global icons.
- **ICANN Friendly.** This is to table new solutions with full understanding of the direction of the Internet, the introduction of new types of gTLD domain naming structures, and to master global-cyberbranding nomenclature.
- **Visibility Leadership.** This is to express all innovative ideas under the new global visibility guidelines, with constant discovery of the new media, and to lead the way ahead of competition.
- **Cinematography Matured.** This is to be able to compose and deliver highly pragmatic, yet very cinematographically attractive contents worldwide; to perform with a high level of skills, as if you were a Hollywood producer or film director for that global business organisation.
- **Performance Supremacy.** This is to deliver a commanding performance, with full understanding of the new rules of global image expansion, and to create dynamic internal team engagements with world-class ideas.

There are 100-plus additional hard and soft skills that are also expected from the next generation leaders. Degrees and MBA certifications are good but becoming of less value over tactical and survival skills as now it's about playing global games with global rules. The new age of digital compression have miniaturised the entire business models small enough to fit within a USB and exponentially multiplied their stretchability to overtake any major organisation. The future is very bright for entrepreneurial risk takers and job creators compared to job seekers and order takers. Become a next generation leader as the world is hiring.

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## ABOUT NASEEM JAVED

Naseem Javed is a corporate philosopher, chairman of Expothon Worldwide; a Canadian Think tank focused on National Mobilization of Entrepreneurialism on Platform Economies.

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