**Leadership & Growth.**

**Explaining Their**

**Co-Dependence.**

***A commentary on how strong leadership can change everything.***

**JUSTINE MASSABA**

***For my dear friend and business partner Jocelyne Msigwa, who constantly inspired and helped me become the best version of myself.***

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**ISBN 978-9912-41-0091.**

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**Foreword**

As a corporate employee, I have always found it challenging to step into a business leader’s shoes when difficult times arrive. Working in the corporate division puts an employee under many layers of structural hierarchy, making it nearly impossible to understand the challenges of the top leadership. Corporate professionals, like myself, have witnessed many instances where enterprises treat employees as machines. However, the information in this wonderful piece of writing allowed me to rise above my perspective and see through a strategic business leader’s lens. Establishing and operating a business is not child’s play. Executives face many challenges in the process of retaining their employees and offering them an atmosphere they are willing to settle with.

Strategic leadership in businesses is the key to business success, growth, and credibility. The vital directions in the book highlight the significance and impact of an influential leading force to drive businesses out of toxic cultures into friendly and encouraging atmospheres. Knowing how to lead resolves half the problems arising in business management.

This read has everything, from analyzing the business challenges to creating strategic leadership solutions, which encompass the employer’s perspective, employee’s practices, and customer’s experiences, not to mention the author’s comprehensive effort to dig deep into traditional and modern business spectra.

# **Introduction**

A business is an organic system that needs to be taken care of. You cannot simply set it up, put things in place, and then assume that it will operate independently. A business needs to be led by someone who has their head in the right place. Like a ship sailing the high seas, its captain is tasked with guiding his crew to get where they need and do so in one piece. A captain who has his head correct, knows what he is doing, has the faith of his crew, and has the experience to handle the role he is in will prove to be priceless for the ship. On the other hand, someone who does not fit the role is setting a course for doom and desolation.

The same can be said about the business world and the leadership concept. It isn't enough for you to have a fancy degree or money to invest; you also need to know how to work the business. You need to acknowledge that there are times when you need to make tough decisions when you need to focus on the macro instead of the micro, and vice versa. In theory, this sounds like a daunting task requiring you to work much harder than you believe.

However, the world has come a long way from when conventional business methods were normalized. This means that the people in charge must also change how they do business. This is important because we live in a world of technology, data, artificial intelligence, remote work, and cloud computing. There are now ways for you to generate data, store it, interpret it, and use it to your advantage. There are ways to automate your processes to make it easier for work to be done for longer periods with close to no error. Good leadership will directly contribute to your business's growth, affecting customer satisfaction and other critical areas of operations.

Understandably, businesses might be wary of ways they aren't familiar with, but there is a way to improve. You do not jump into the deep end and hope things will work out. You plan, strategize, bring in the right people, and then change one phase at a time. This book targets business leaders, entrepreneurs, thinkers, and visionaries who want to know and learn the best that the business world can use. It is a manual of all modern leadership skills, practices, and tools. By reading it, you will learn how to effectively use these resources to build, grow, and expand your business to new heights.

Most importantly, you will learn the importance of effective leadership and the impact that it can have on the business. Suppose you wish to improve the way you lead, understand the impact of strong leadership, and add more value to your business, customers, and the team that makes everything run. In that case, this book will surely fit right into your plan. It has been written to be a source of knowledge and wisdom that everyone can benefit from. If you are a manager at a firm, CEO of an organization, founder of a startup, or simply someone who wants to learn about the world of business, be prepared to learn a lot about the world you operate in.

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# **The Evolution of the Business World.**

*“Conformity is the jailer of freedom and the enemy of growth.” John F. Kennedy*

Globalization has imposed many challenges on communities around the globe. Every country has its problems to deal with. These problems arise due to several factors, including environmental challenges, geographical problems, and the socioeconomic status of different societies. Some parts of the world are rich in natural resources. They have strong exports to generate revenue for the people. On the other hand, many countries lack these geographical benefits, creating a demand to import resources from other countries. This variation of supply and demand creates space for businesses around the world.

It is crucial to understand that businesses opt for different strategies to enter the competitive market. Local enterprises choose a more straightforward approach to buying and selling commodities. Whereas stepping into the global market requires a different plan. Most multinational businesses faced many challenges in the early days of business expansion. Common challenges included language barriers, people's cultural preferences, and the country's