

## Adaptability, Change and Trust Leadership

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### *Abstract*

*Change is constant and we need to be adaptive with changes. Trust leadership is also an important factor to keep the organization moving. An entrepreneur needs to find out true purpose to make his business successful. Dynamic business environment always gives us challenge and we need to overcome it by establishing true purpose. We need to explore leadership qualities in the common man. In an organizational context, we need to find out leaders from common employees and it does not come with designation or authority. If any organization is not able to find out leadership qualities in common employees, then it is very difficult to survive in long run. The sustainability of any organization depends on its leadership qualities. Adi Shankaraya system is a great speculative, logical system and it marches with different hope and beliefs of man. One needs to understand the philosophy with profound penetration in mind. It has got three important parts: (1). The team and we. (2). Critical initiatives. (3). Leadership Team. I used to believe that if I had a competent team, a decent project plan, a strong stakeholder engagement strategy, and a worthwhile initiative, strategic execution would come naturally with the correct effort.*

**Keywords:** leadership, trust leadership, change, flexibility, change, adaptability, new age, change management, organizational culture, transformation, trend, global.

### INTRODUCTION

You cannot get different result by travelling same road again and again. But initiatives should be taken by higher authority of organization. Adaptability and change is the code of rule to survive in this dynamic era.

### Transformation

Management is the most vital function among all functions in the organization.

Change inspires almost instantaneous specific individual, but always creative and innovative.[1]

### Changing the tune in organizations

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We need to find out what is driving, revitalizing, and value adding and these factors help to transform the tune in your organization. [2]

### Process

- Ask employees to participate in it.
- Make an adoptive culture.
- Conduct strategic meeting with employees.
- Hand holds employees.
- Transformation is a continuous process.
- We need to support employees to adjust the situation.

## **TRUST LEADERSHIP AND CONSUMER CONFIDENCE**

An efficient trust leadership management system is responsible for delivering products to customers to win customer confidence & organization can get competitive advantage an efficient Strategic decision is required for the organizations to gain competitive advantage [3,4].

Trust leadership is a competitive tool & it can be a complete advantage for the organizations. In 21<sup>st</sup> century, trust leadership going to determine the success of the organizations. In global perspective, trust leadership gained importance long back. It was bit late in Indian perspective & now trust leadership gained importance. Currently covid-19 pandemic is going on across the world & numerous problems have emerged. Consumers are suffering most as communication & transportation is on halt. Products & services are not reaching to customers in proper time with suitable price. Cost of production is spiking up & finance is stuck across the world. Disposable income is at lower end. In this condition trust leadership plays a big & important role to satisfy consumers & gain a sustainable competitive advantage for the organizations.

### **Customer Satisfaction**

Measuring customer satisfaction provides a good start for companies with no formal customer complaints measurement programs. Customer feedback mechanism allows the company to hear the problems with products. Efficient trust leadership gives a competitive advantage for the organization to make error free products & reducing the cost of production. Also improve the quality of the products.

### **Right Customer**

Understanding & anticipating customer needs helps the organization to connect with the right customers. It actually helps the organizations to connect customer's customer. Packaging supplier of Frito lay may have Wal-Mart as its customer's customer. Delivering to right customers is very important as it saves time, cost & satisfy customer demand.

### **Right Condition**

It is very important that product or service should reach to consumers in right conditions. If there is any damage, company has to bear heavy loss in replacing or repairing. It becomes imperative to have efficient trust leadership that can give competitive edge over others.

### **Time, Money & Trust Leadership**

Time is money is famous aphorism. This is very simple. But this profound statement suggests that the organization which complete the work quickly, enjoy more profits while slower moving organization suffers. A trust leadership system is made up with people, various activities & definitely information which enable to win customer confidence. Basically trust leadership minimizes the conflict. We have seen that the organizations can gain advantage from moving towards a best value approach. [5]

### **Strategic Trust Leadership Management**

Trust leaderships can be tactical & transactional in nature & more over it is considered more important than a revenue driver. It is generally focuses on individual operational metrics. It has been observed that many organizations do not have proper system to record or monitor the effectiveness of trust leadership system.

Basically the focus is on to create a strategic trust leadership management process. Such approach contradicts popular wisdom centered on authoritarian leadership model.

Trust leadership has got influence on people & society at large. Socio-economic issues like local poverty elevation, supplying essentials commodities in emergency time; marginalization or

unemployment issue etc are the areas where trust leadership could play pivotal role. Trust leadership could contribute towards to the development of community & enhancement of the quality of members of community. In global operation, organizations often encounter stiff competition & in order to have competitive pricing, they force supplier to bring down the cost. It has been noticed that supplies are forced to bring down their cost and thus they pay lower wages to the people.

Trust leadership can be used in the areas of poverty elevation. It has got a deep impact on poverty elevation program. But people who are involved in trust leadership management process gain more respect than others with economic importance too.

### **True Purpose**

We need to find out our true purposes and we can lead a meaningful life. Purpose defines why you want to be in business and how you can contribute to society. So it is very important to discover our purpose.

It's very important to understand to make leaders and explore leadership qualities in common people. Leadership qualities cannot be imparted to a person. Rather it needs to have transformation. We need to explore leadership qualities in the common man. In an organizational context, we need to find out leaders from common employees and it does not come with designation or authority. If any organization is not able to find out leadership qualities in common employees, then it is very difficult to survive in long run. If we look into history, all the leaders had a humble beginning and once all leaders were very common without having a substantial amount of credibility. They all emerged as a leader in their future course of time. Mahatma Gandhi, Martin Luther King or any great leader in history falls in this category. There is no such defined succession planning of leadership.

We will discuss this concept based on India centric management system and ADI SHANKARAYA philosophy. Adi Shankaraya system is a great speculative, logical system and it marches with different hope and beliefs of man. One needs to understand the philosophy with profound penetration in mind.[6]

Philosophy is based on his indisputable style of karma while emphasizing the prime necessity for the realization of the. Self is described as unique and in a very simple style. The philosophy went on to describe the nature of the world – Samsara, the embodiment of soul and superimposition of It is of utmost importance to understand self to become an effective leader. Without realizing the self, a leader cannot emerge. Realization cannot be taken from books or any scriptures, it is necessary to have instruction from a self-realized guru (teacher). Basically, we want to enjoy fruit without being self-realized. This is a great quality of a leader as a leader needs understand that the followers are the members of the same family. To become an effective leader you need to have great belongingness and discharge responsibilities with obligations. This is not possible without self-realization.[7]

People are guided by environment, circumstances, mental, moral and spiritual development. Self realization needs to be futuristic and helping others. There are four qualifications for self realization. These are –

- 1) understanding discrimination between real and unreal.
- 2) Non attachment
- 3) desire for emancipation.
- 4) Six fold qualities
  - a) Restraint of internal sense
  - b) Restraint of external sense.
  - c) Control of sense
  - d) Mind constantly on sense
  - e) Indifferent endurance.
  - f) Faith on others.

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Atmabodha is the sense of self knowledge and those who are free from self bondage can emerge as leader. One needs to have the desire of liberation Compare to the other discipline of knowledge; self is the direct means of liberation. Your action can not destroy your ignorance. But knowledge with action can certainly destroy your ignorance. It is just like a light in darkness as the light destroys darkness. [8]

It means that a leader should not project him /her through imaginary illusions. But needs to promise something rock solid deliverables. A leader should not be like a bubble of water which rise, exist and dissolve. But a leader needs to stay always with followers.

Different conditions are superimposed on the leader such as color, position etc. But a leader needs to go beyond all these superimpositions. We experience pleasure and pain in different situations and different contexts. But leadership qualities need to go beyond the effects of pleasure and pain. These qualities are borrowed sometimes.. He needs to manifest the inner equipment or the intellect ( Buddhi). A non-discriminating leader must be active in all situations through function and the sense organs. A leader should never use discriminating power to impose authority. He needs to have attributes like water to respond in any situation. Attachment to desire, pain, pleasure, authority is perceived as a discriminating factor. [9]

Just a spider weaves its net from the material of its own body, a leader also needs to create the same kinds of the situation around its followers. Self-realization is the acquisition of leadership qualities and needs to manifest in a very effective way. When the mind becomes purer, a normal person also can become a leader with superior qualities. Generally, qualities are present in all thoughts, but we are not able to out in the right context and explore the qualities of a leader with us. The mind needs to go through a stringent process of purification.

Leaders need to earn trust as trust leadership is of utmost importance in any organization in today's scenario. In this dynamic age, we need to make leaders and find out leadership qualities among common people.[10]

We need to explore the potential in people and make them realize the power within. This is a very difficult job as we have to transform common people into extraordinary entities. This is called the **“Caterpillar to Butterfly” leadership model**. In his model, we need to explore the extraordinary qualities of common people and transform them into extraordinary leaders. If we go into history, we will find that all the leaders did not have any extraordinary qualities, but they have been transformed into extraordinary leaders through some circumstances or some incidents. That was the turning point in their life. We call 3 C's of leadership - **Commitment, Concern and Collective effort**. [11]

### **Commitment**

A leader needs to have a total commitment toward a goal. Without proper commitment, it is very difficult to inspire followers. Commitment shows in acts that are done by a leader and a leader can take the followers to the final destination.

### **Concern**

A leader needs to pay high concern for the people. It is an old age discussion to pay concern for the people. But the new-age concept is to emerge as a leader from nothing or from very common character features.

### **Collective Efforts**

A leader can be successful through collective efforts only. Leaders are successful because followers are existing and we can never deny the fact that a leader needs to wait for followers and value their collective efforts.[12]

## CONCLUSION

Organizations need to be adaptive and responsive as well. Organizations need to respond to changes that occur in this dynamic environment. We have seen many organizations could not survive because they could not adapt changes. We know what had happened to Nokia, Kodak, Black berry etc. So it is utmost important to be responsive and respond to changes in right time. Trust leadership is an important factor as well because organizations need to understand that without having trust and trust leadership, it is very difficult to survive. We might have done huge development in technology or sophisticated algorithms, but we are not able to replace human interface. Hence trust leadership is going to play an important role for the growth of the organizations.

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