

**What do millennials and Gen Z
expect from leadership, and**

How can managers adapt?

1. Introduction: The Leadership Crisis



1.1 Who Are Millennials and Gen Z?

Understanding Millennials and Gen Z is crucial for leaders and managers aiming to build a productive and engaging workplace. These two generations make up the majority of today's workforce, yet they differ significantly in their values, communication styles, and expectations.



1.2 Quick Generational Breakdown

| Generation | Birth Years | Current Age (2024) | Workforce Presence |
|-------------|-------------|--------------------|---------------------------------------|
| Millennials | 1981 – 1996 | 28 – 43 | Majority in mid to senior roles |
| Gen Z | 1997 – 2012 | 12 – 27 | Entering the workforce & junior roles |

- **Millennials** grew up during the rise of the internet, social media, and globalization, shaping their collaborative and purpose-driven work style.
- **Gen Z**, however, is the first fully digital-native generation, accustomed to AI, automation, and hyper-connectivity.

1.3 Key Differences & Similarities Between Millennials and Gen Z

| Factor | Millennials (1981-1996) | Gen Z (1997-2012) |
|-------------------------|---|---|
| Communication Style | Email, face-to-face, social media | Instant messaging, video calls, short-form content |
| Work-Life Balance | Values flexibility but willing to work overtime | Prioritizes mental health & sets clear work-life boundaries |
| Job Loyalty | Prefers stability, but open to better opportunities | More likely to job-hop for better pay & growth |
| Leadership Expectations | Seeks mentorship & purpose-driven leadership | Prefers transparency, authenticity, and direct feedback |
| Technology Use | Adapted to tech as it evolved | Digital-native, expects fast & seamless digital tools |



2. The New Employee Psyche — Why Millennials & Gen Z Are Different?

2.1 Attention Economy & Dopamine Leadership

What Social Media Teaches About Engaging Gen Z?

Gen Z grew up in the attention economy, where social media platforms like TikTok, Instagram, and YouTube dominate. These platforms rely on dopamine-driven engagement loops, training users to crave instant gratification and feedback.



How This Affects Work Expectations:



Shorter attention spans:

They prefer quick, engaging communication over lengthy emails.



Instant feedback culture:

They expect real-time recognition instead of annual performance reviews.



Interactive work culture:

They thrive in collaborative, fast-paced environments.

Key Insight for Leaders:

Bite-Sized Communication:

Keep messages short and impactful using Slack, video updates, and micro-learning sessions. This ensures clarity and quick engagement without overwhelming your team.

Frequent Check-Ins:

Move away from traditional quarterly reviews and adopt weekly feedback loops. Regular touchpoints help address challenges in real time and boost team alignment.

Gamification & Rewards:

Motivate employees by recognizing achievements with instant incentives like badges, public shoutouts, and bonuses. Acknowledging efforts fosters a positive and high-performing culture.

Actionable Tip: If TikTok and Instagram hold their attention, leadership must adapt. Make communication engaging, visual, and interactive.

2.2 The Rise of "TikTok Thinking" in Work Culture

Short-Form Decision-Making & Immediate Gratification

What is "TikTok Thinking"?

- "TikTok Thinking" refers to a shift in decision-making influenced by the rapid, high-impact nature of short-form content. Younger employees, having grown up in a digital environment that prioritizes speed, are naturally inclined to process information quickly.
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This mindset leads to



Rapid Problem-Solving:

Instead of lengthy deliberations, they seek quick, actionable solutions that deliver immediate results. They prefer trial-and-error approaches over exhaustive planning.

Multi-Tasking Efficiency:

Having adapted to consuming multiple streams of information simultaneously (e.g., scrolling social media while working), they can efficiently juggle tasks but may struggle with prolonged focus on a single issue.

Lower Patience for Bureaucracy:

Traditional corporate hierarchies and slow decision-making processes frustrate them. They value environments where approvals are swift, and changes can be implemented immediately.

How It Affects Workplaces

Fast-Paced Decisions:

Younger employees favor real-time brainstorming, quick iterations, and decentralized decision-making. Lengthy approval chains can be perceived as unnecessary delays, making them more likely to seek out companies that allow autonomy.

Learning Preferences:

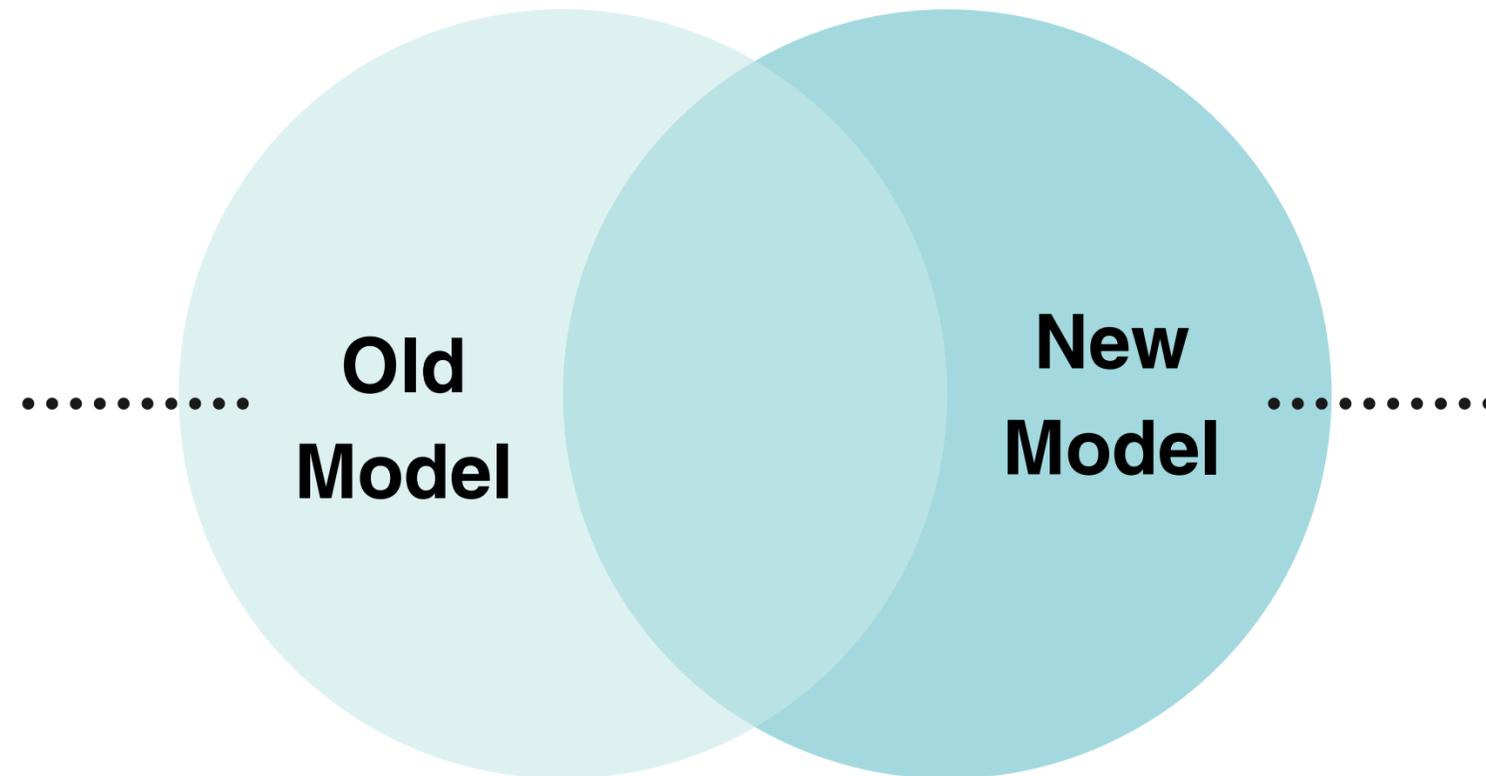
They prefer microlearning — short, interactive training sessions that deliver knowledge in bite-sized formats — over traditional long-form manuals or multi-day training programs. Digital tutorials, gamified lessons, and on-demand video content resonate better.

Instant Results Expectation:

Success is measured in weeks or months, not years. Long-term strategies must include visible short-term wins to keep them motivated. They expect rapid career progression, frequent feedback, and continuous skill development rather than waiting years for promotions or recognition.

Key Insight for Leaders:

Rigid multi-year plans, slow career promotions, and hierarchical decision-making. These approaches can feel outdated and demotivating to employees who crave immediate impact.



Agile planning with quick iterations, experimental approaches to problem-solving, and more dynamic career progression. Organizations that embrace speed, flexibility, and adaptability will attract and retain top young talent.

Actionable Tip: Instead of long-winded processes, break down projects into small, achievable milestones to maintain engagement.

2.3 Loyalty vs. Fluidity

Why Younger Employees Job-Hop & How to Make Them Stay?

The Myth of Disloyalty

- Millennials and Gen Z are often labeled as "job-hoppers," but the reality is different—they aren't disloyal, they're simply driven by **personal growth, fulfillment, and work-life balance**. Unlike past generations, they no longer feel obligated to stay in a role where they don't see clear career progression, purpose, or fair compensation. If an organization doesn't offer these, they move on to one that does.



Why They Job-Hop:

01

Better Pay & Perks:

They are well aware of their market value and won't hesitate to leave if they find a company that offers better compensation, benefits, or work-life balance. Fair pay isn't a perk—it's an expectation.

02

Lack of Purpose:

Employees today seek meaningful work that aligns with their values. If they don't feel connected to the company's mission, they quickly disengage and look elsewhere. A paycheck alone isn't enough to keep them motivated.

03

Limited Growth:

Stagnation equals exit. If they don't see opportunities for advancement, skill development, or leadership roles, they won't stick around waiting for things to change. Fast-tracked, well-defined career paths are essential.

How to Retain Them?



Career Growth Plans:

Provide clear, structured career paths with opportunities for rapid growth. Offer skill-building programs, and leadership training to show employees they have a future within the company.



Workplace Flexibility:

Embrace hybrid work models, remote options, and personalized schedules. Employees value autonomy over rigid 9-to-5 schedules, and companies that offer flexibility gain higher retention and productivity.



Purpose-Driven Work:

Align your company's mission with employees' personal values. People stay when they believe in what they do. Leaders should communicate why their work matters and how it impacts the bigger picture.

Actionable Tip: Retention isn't about contracts; it's about creating a culture where they WANT to stay.

2.4 The "Great Resignation" & The Rise of Silent Quitting

What Leaders Don't Understand?

What is the "Great Resignation"?

- A global workforce shift where millions of employees voluntarily quit their jobs post-pandemic. The reasons? **Burnout, low wages, lack of work-life balance, and toxic workplace cultures.** Instead of settling for unfulfilling jobs, workers are now prioritizing mental health, career growth, and better work environments.

What is "Silent Quitting"?

- Unlike resignation, silent quitting isn't about physically leaving—it's about mentally checking out. Employees stay in their roles but only do the bare minimum required to keep their jobs. They disengage emotionally because they feel **overworked, unappreciated, or disconnected from the company's mission.** This results in low productivity, poor morale, and decreased innovation.



Why It's Happening?

Top Reasons for Disengagement:

01.

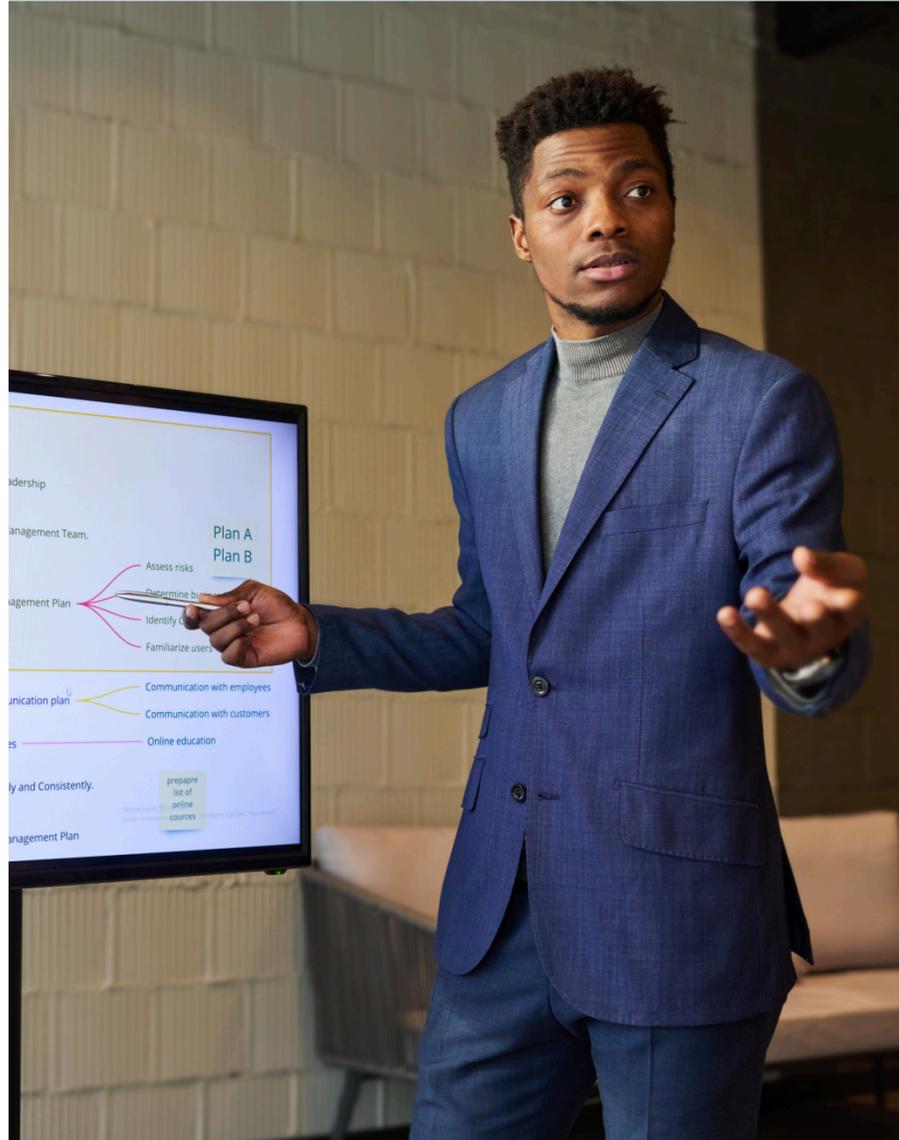
Toxic Work Culture – Employees don't leave companies; they leave bad leadership, lack of respect, and a poor work environment. A culture of micromanagement, favoritism, and lack of inclusion breeds disengagement.

02.

Mental Health Burnout – Excessive workload, lack of boundaries, and unrealistic expectations lead to stress, exhaustion, and emotional fatigue. Employees who feel constantly drained will eventually quit—or worse, stay and disengage.

03.

Low Recognition & Appreciation – Employees who feel undervalued or unseen are less likely to put in effort beyond what's required. Recognition is not just about bonuses—it's about acknowledging contributions, giving constructive feedback, and making people feel valued.





How to Fix It?

01

Create Psychological Safety:

Employees should feel comfortable sharing concerns, ideas, and feedback without fear of criticism or retaliation. Encourage open conversations and foster a culture where work-life balance is respected.

02

Recognize & Reward Effort:

Appreciation fuels engagement. Recognizing both small and big contributions through public praise, incentives, bonuses, and career advancement opportunities can significantly boost morale.

03

Flexible Work Arrangements:

Employees value autonomy. Allowing flexible schedules, hybrid work, and results-based performance metrics gives them a sense of control, leading to higher productivity and satisfaction.

3. Reverse Leadership—Learning from Millennials & Gen Z



3.1 Mentorship is Dead. Be a Co-Learner.

Leading Through Mutual Growth, Not Authority

The Shift from Mentorship to Co-Learning:

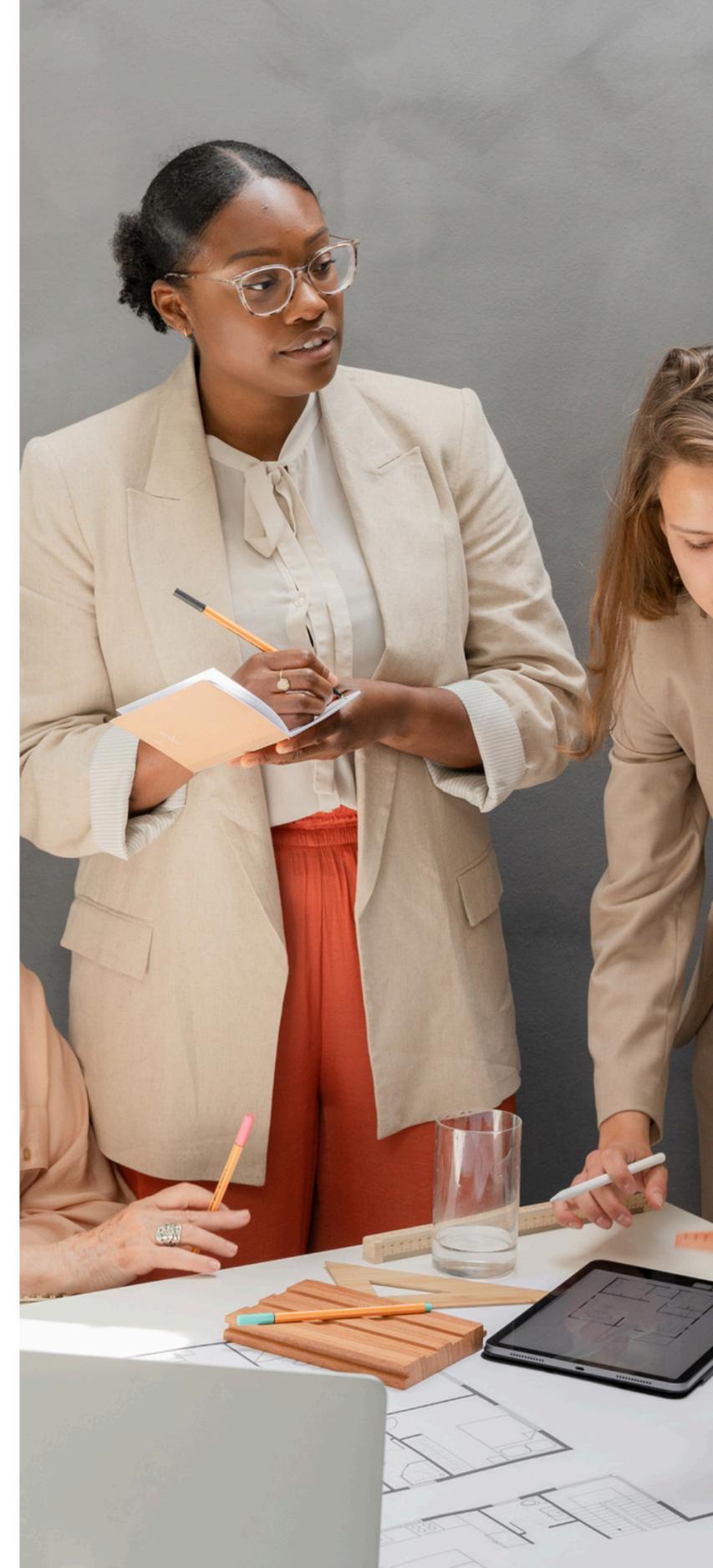
Traditional mentorship followed a top-down structure where senior employees taught juniors. But today's workforce values collaborative learning over hierarchical instruction.

Millennials & Gen Z don't want "bosses"—they want "guides."

- Millennials grew up with mentorship but want leaders who support career growth and skill-building.
- Gen Z thrives in environments where knowledge flows both ways, valuing real-time, peer-driven learning.

They value knowledge-sharing more than hierarchy.

- Millennials appreciate structured guidance but expect open dialogue with leaders.
 - Gen Z, being digital natives, expects leaders to adapt to new trends and tech as quickly as they do.
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Why Co-Learning Works Better Than Traditional Mentorship

| Why Co-Learning Works Better Than Traditional Mentorship | Gen Z Contribution | Millennial Contribution | Example | Result |
|--|---|---|---|---|
| Faster Skill Development | Expertise in emerging technologies | Strategic thinking & workplace experience | A Gen Z employee introduces AI-powered automation tools, while a Millennial mentor explains how to integrate them into workflows. | Both generations gain a balanced mix of digital fluency and industry expertise. |
| Higher Engagement & Stronger Leadership Connections | Prefers informal, peer-driven learning | Prefers structured mentorship | Instead of rigid training programs, companies implement reverse mentorship, peer coaching, and knowledge-sharing circles. | Employees feel more engaged and connected to leadership. |
| Better Retention & Career Growth | Stays where they feel heard and continuously learning | Stays where they see career progression | A workplace that fosters mentorship and co-learning creates a culture of growth, innovation, and inclusivity. | Employees remain loyal and motivated. |

Case Study: Microsoft's Reverse Mentorship Program

Recognizing that traditional mentorship wasn't enough, Microsoft launched a reverse mentorship program where junior employees mentored senior executives on AI, digital transformation, and workplace culture shifts.



How It Worked:

Pairing Process:

- Junior employees were matched with senior leaders based on their expertise in digital tools and emerging trends.
-

Key Learning Focus Areas:

- **AI & Automation:** Helping leadership understand and implement AI-driven tools for better efficiency.
 - **Hybrid Work Culture:** Training executives on new remote work expectations and digital collaboration strategies.
 - **Social Media & Digital Trends:** Educating leadership on Gen Z & Millennial consumer behavior, branding strategies, and digital marketing trends.
-

Key Results:



More Adaptable Leadership

- Senior executives became more tech-savvy and adaptable.

Increased Innovation

- Junior employees influenced business strategies, marketing campaigns, and workplace policies.

Stronger Workplace Culture

- Employees felt valued, respected, and motivated to engage in leadership discussions.

Actionable Tip: Instead of being a "mentor," be a co-learner. Schedule knowledge-exchange sessions where both leaders and employees teach and learn from each other.



3.2 Instant Feedback Culture

How Gen Z Expects Leadership to Function Like Social Media

What Millennials & Gen Z Expect from Feedback

Traditional performance reviews, which happen every 6 to 12 months, are too slow and formal for younger employees. Millennials and Gen Z expect fast, informal, and dynamic communication—just like social media.

Key Differences in Feedback Expectations

| Aspect | Millennials (1981–1996) | Gen Z (1997–2012) |
|----------------------------|--|---|
| Feedback Style | Prefer structured feedback but expect it more frequently than older generations. | Expect real-time feedback, often in a conversational style. |
| Preferred Format | Emails, structured meetings, and mentorship discussions. | Texts, Slack messages, voice notes, and instant comments. |
| Tone & Approach | Balanced—want constructive feedback but with encouragement. | Direct and to the point—appreciate blunt, real-time insights. |

Why Annual Reviews No Longer Work?



SLOW & INEFFICIENT:

Employees don't want to wait 6–12 months to know how they're doing.



TOO FORMAL:

Overly scripted performance reviews feel inauthentic.



LACK OF ENGAGEMENT:

Younger employees thrive on ongoing conversations, not one-off meetings.

The Social Media Approach to Feedback



Fast & Frequent:

Instead of formal performance reviews, companies now provide weekly, daily, or real-time feedback.



Casual & Engaging:

Conversations should feel natural, not scripted.



Multi-Platform:

Feedback happens across Slack, WhatsApp, Microsoft Teams, voice notes, and quick check-ins.

Example: How Netflix Reinvented Feedback Culture

Netflix recognized that traditional performance reviews weren't effective, so they switched to real-time, candid feedback loops. Here's how:

Ditching Annual Reviews:

Instead of formal sit-downs, feedback is given instantly whenever needed.

Encouraging Radical Candor:

Employees and managers are trained to give direct, no-fluff feedback.

Using Digital Tools:

Feedback happens on Slack, team chats, and even casual 1:1s to maintain transparency.

Boosting Retention & Morale:

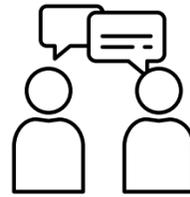
With faster feedback cycles, employees feel valued, heard, and engaged, reducing turnover.

Example: How Netflix Reinvented Feedback Culture



Ditch the "Feedback Sandwich"

Instead of sugarcoating criticism, be direct, clear, and actionable.



Use Instant Communication Tools

Slack, WhatsApp, voice memos, and quick check-ins work better than emails or long meetings.



Make It More Interactive

Use live Q&A sessions, polls, and emoji reactions to keep employees engaged.

Actionable Tip: Treat feedback like a Twitter reply—fast, concise, and engaging.

3.3 Forget Town Halls, Try Meme Meetings

Why Traditional Corporate Meetings Fail

Old-school corporate meetings are too rigid, too long, and too formal, leading to disengagement. Millennials and Gen Z dislike traditional town halls, but for different reasons.

| Aspect | Millennials (1981–1996) | Gen Z (1997–2012) |
|--|--|---|
| Meeting Preference | Prefer structured but interactive meetings (Q&A, discussions, team updates). | Want short, fast-paced, highly visual communication (GIFs, memes, short-form videos). |
| Pain Points with Traditional Meetings | Find long meetings inefficient and prefer clear action points. | Get easily disengaged if meetings lack entertainment and interactivity. |
| Engagement Style | Value meaningful discussions but dislike excessive formality. | Prefer humor, quick updates, and engaging visuals. |
| Preferred Format | Panel discussions, open Q&A sessions, interactive town halls. | Meme-based engagement, TikTok-style videos, real-time emoji reactions & polls. |

What's Replacing Traditional Meetings?

To cater to both generations, companies are shifting to casual, interactive, and humor-driven engagement styles.

| Meme Culture & Humor in Meetings | Casual, Open Mic-Style Town Halls | TikTok-Style Announcements |
|---|---|--|
| <ul style="list-style-type: none">• Using relatable memes, GIFs, and short videos to break the ice.• Encouraging employees to submit work-related memes before meetings for a more relaxed vibe.• Making key updates visually appealing and easy to digest. | <ul style="list-style-type: none">• Instead of one-way presentations, these meetings allow employees to freely share thoughts and ask questions.• Millennials appreciate the transparency and structured discussions, while Gen Z enjoys the informal, peer-driven atmosphere. | <ul style="list-style-type: none">• Instead of long emails or corporate jargon, companies use short, engaging, and informal video updates.• Quick 30-60 second clips with key messages, humor, and pop culture references make updates more digestible. |



How Leaders Can Adapt



Start with an Icebreaker:

Open meetings with a meme, poll, or trending topic discussion.

Use Visuals & Humor:

Integrate GIFs, short videos, and informal slides.

Keep It Short & Engaging:

30-45 minute max, with opportunities for real-time feedback.

Actionable Tip: Start meetings with a fun icebreaker (polls, memes, or a viral trend discussion) to build connection and increase participation.

4. The Future-Proof Leader—Skills No One Talks About



4.1 The "Viral Leadership Model"

Why Are Influencers More Trusted Than CEOs?

In the attention economy, authority alone isn't enough—people gravitate toward leaders who are authentic, relatable, and engaging. While traditional corporate leadership relies on hierarchy and credentials, today's workforce, especially Millennials and Gen Z, follows leaders who can connect, inspire, and engage like digital creators.

- Millennials vs. Gen Z Leadership Preferences:
 - Millennials appreciate leaders with experience, thought leadership, and structured guidance, valuing professional credibility with a personal touch.
 - Gen Z, on the other hand, expects real-time, unfiltered, and interactive engagement, much like they experience on social media.



What Leaders Can Learn from Influencers: ↘

01

Storytelling Over PowerPoints:

People remember personal stories more than raw data. Relatable narratives make leadership impactful.

02

Engagement Over Directives:

Leaders who ask, listen, and respond in real-time create stronger loyalty.

03

Personal Brand Over Corporate Image:

Employees trust leaders they can connect with rather than distant executives behind polished PR statements.



Elon Musk @elonmusk · Feb 19

Btw, 99% likely to be fine (closed loop TVC wd overcome error), but that 1% chance isn't worth rolling the dice. Better to wait a day.

↩ 354 ↻ 1.3K ❤ 8.4K



Elon Musk @elonmusk · Feb 18

If this is the only issue, flight would be fine, but need to make sure that it isn't symptomatic of a more significant upstream root cause

↩ 238 ↻ 883 ❤ 5.5K



Elon Musk @elonmusk · Feb 18

All systems go, except the movement trace of an upper stage engine steering hydraulic piston was slightly odd. Standing down to investigate.

↩ 392 ↻ 1.9K ❤ 8.9K

Example: How Elon Musk Became Tesla's Biggest Influencer

Instead of relying on official corporate press releases, Musk's unfiltered, direct social media presence makes him more influential than traditional CEOs.

His tweets—whether about Tesla updates, AI, or memes—generate immediate engagement, debate, and brand loyalty. While controversial, his transparency and accessibility keep audiences tuned in.

How to Adapt as a Leader:

01

Ditch Corporate Jargon— Speak Like a Human

- Instead of formal, robotic emails, use clear and conversational language.
- Swap “We are pleased to announce the implementation of a strategic initiative” with “Exciting update! Here’s how we’re improving things.”
- Leaders who communicate in a direct, relatable way build trust and engagement faster.

02

Be Transparent—Share Behind- the-Scenes.

- Employees connect with leaders who are real, not just authoritative.
- Share struggles, decision-making processes, and even failures.
- Example: Instead of just announcing a policy change, explain why it’s happening and what challenges were considered.

03

Encourage 2 -Way Conversations —Engage Like an Influencer

- Don’t just broadcast updates—interact with employees like influencers do with their followers.
- Hold live Q&As, AMAs (Ask Me Anything), or town halls where employees can ask direct questions.
- Use quick-response tools like Slack, Teams polls, or even video replies for faster, more personal engagement.

Actionable Tip: Replace corporate jargon with engaging, humanized communication. Share personal challenges, behind-the-scenes moments, and lessons learned to build real connections.

4.2 The AI-First Manager

Why Understanding Technology Is Now a Leadership Skill

AI Isn't Replacing Leaders—But Leaders Who Don't Understand AI Will Be Replaced

The rise of Artificial Intelligence (AI) isn't about machines taking over leadership—it's about leaders who can harness AI to make faster, smarter decisions. AI-driven leadership isn't just a tech skill; it's a business survival skill.



The AI-First Leadership Mindset

| AI-First Leadership Strategy | Description | Example | How to Adapt |
|----------------------------------|--|---|--|
| AI-Driven Decision-Making | Move from gut feeling to data-backed choices. AI helps leaders analyze patterns, risks, and opportunities faster. | AI-powered analytics tools can forecast sales trends, customer behavior, and market shifts better than intuition. | Use AI tools like Tableau, Power BI, or ChatGPT for faster insights. |
| AI-Augmented Teams | Automate repetitive tasks so employees can focus on creativity and strategy. AI enhances efficiency, not replaces employees. | AI-driven chatbots handle customer inquiries, allowing employees to focus on solving complex issues. | Leverage Zapier, Notion AI, or Salesforce Einstein to automate workflows and boost productivity. |
| Continuous Learning | Staying AI-literate is essential for future-proofing leadership roles. AI is evolving rapidly. | Top executives at Microsoft and Google take AI bootcamps to integrate AI into their strategies. | Follow AI news, take online courses (like Harvard AI for Business), and experiment with AI tools yourself. |

Actionable Tip: Start small. Use ChatGPT for brainstorming, Grammarly for smart editing, or Notion AI for task automation—so you can spend more time leading, not managing.

Case Study: JPMorgan Chase's AI-Powered Hiring

JPMorgan Chase has been actively integrating Artificial Intelligence (AI) into its operations, including the recruitment process. While specific details about their AI-powered hiring practices are limited, the firm has shown a strong commitment to leveraging AI to enhance efficiency and decision-making.

AI Integration in Recruitment:

Resume Screening

AI can rapidly analyze resumes, identifying candidates whose qualifications align with job requirements, thereby reducing the time needed for initial screening.

Bias Reduction

By standardizing the evaluation process, AI has the potential to minimize unconscious biases, promoting a more diverse and inclusive workforce.

Interview Scheduling and Assessments

Automation of interview scheduling and preliminary assessments can streamline the hiring process, allowing recruiters to focus on engaging with top candidates.

4.3 The Power of Digital Charisma

Why a LinkedIn Post from a CEO Matters More Than an Email

In today's digital-first world, leadership influence is no longer confined to boardrooms or closed-door meetings. Employees, stakeholders, and even potential hires are more likely to engage with a CEO's thoughts on LinkedIn than read a lengthy internal email. Leaders who embrace digital communication establish stronger trust, transparency, and engagement.



Why Digital Presence Matters More Than Emails

1. Visibility & Accessibility – Leaders Need to Be Seen and Heard



Glenn Gaudet Former Forbes Councils Member
Forbes Business Council **COUNCIL POST** | Membership (Fee-Based)



Dec 6, 2022, 09:15am EST

If you don't use social media, you risk losing market share to company leaders who do. Studies have found that consumers are **more likely** to trust a company whose leaders engage in social media.

A social strategy can also improve recruitment. According to 2022 **research from Brunswick**, 82% of employees believe it is important for business leaders to communicate the company's vision and values through social media channels.

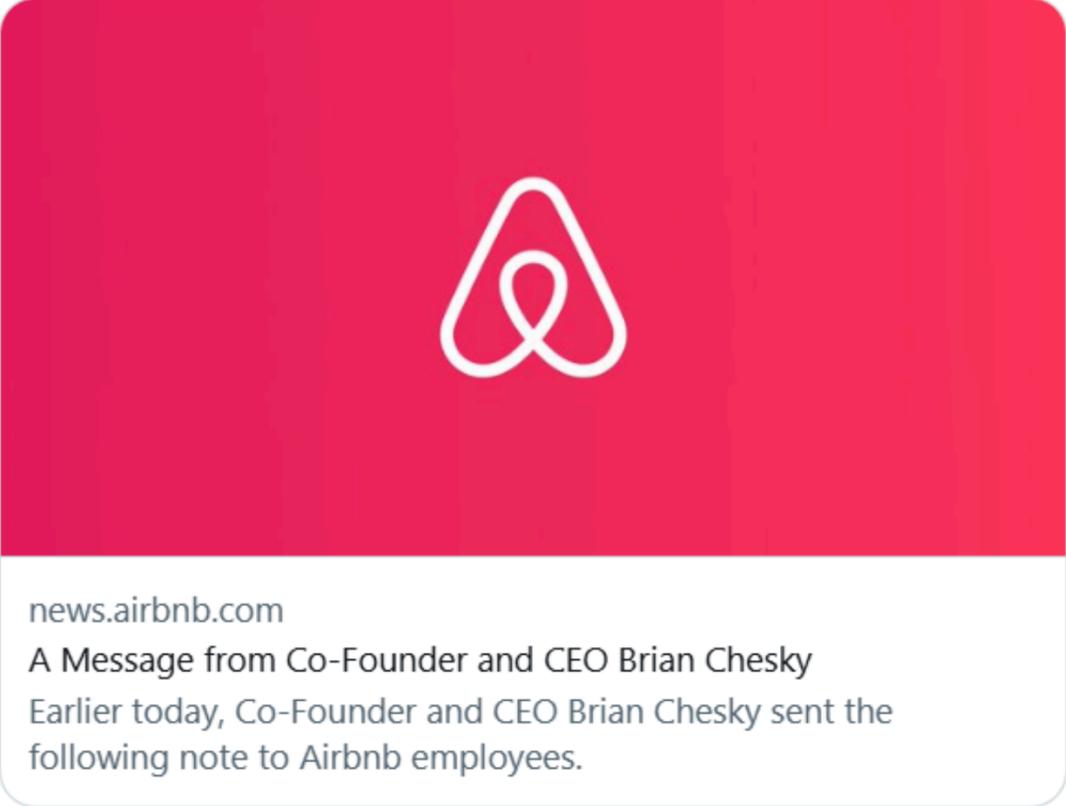
Traditionally, CEOs were distant figures, mostly interacting with top executives. Now, employees expect leaders to be present and engaged—especially online. LinkedIn and other social platforms make it easier for employees to follow and interact with leadership, even if they never meet in person.

Example: A study by Brunswick Group found that 82% of employees trust a company more when its executives are active on social media.

2. Trust Through Transparency – Emails Feel Corporate, Social Feels Real

 **Brian Chesky**   · May 6, 2020
@bchesky · [Follow](#)

We have great people leaving Airbnb, and I think other companies will love them as much as I do. If you are hiring, reach out to me at brian.chesky@airbnb.com and our team will connect you.



news.airbnb.com
A Message from Co-Founder and CEO Brian Chesky
Earlier today, Co-Founder and CEO Brian Chesky sent the following note to Airbnb employees.

 **Joshua Pekera** 
@joshuapekera · [Follow](#)

It was a tough day with many hard decisions made. Thank you for your leadership during these very trying times.

11:49 AM · May 6, 2020 

Emails often feel scripted and overly polished, whereas LinkedIn posts allow leaders to communicate with more authenticity. Employees appreciate candid insights, real struggles, and unscripted leadership perspectives.

Example: When Airbnb CEO Brian Chesky had to lay off employees in 2020, his transparent, heartfelt public letter on LinkedIn garnered widespread support—even from those affected by the layoffs. The post humanized leadership and reinforced trust in the brand.

3. Two-Way Engagement – Real Conversations Build Stronger Connections

Microsoft CEO Satya Nadella defines a true leader as someone who brings optimism, energy, and clarity to tackle complex challenges. In addressing the productivity paradox, where managers often question employee effort while employees feel overburdened, he advocates for a leadership approach grounded in data, with clear goals and engaging activities to bridge this disconnect.

In my view, I strongly agree that a team or organization can only succeed when it has a leader who consistently brings optimism and energy. This, combined with the ability to tactically solve problems and make sound decisions, is critical. Why is this so important? Based on my experience, team members or followers naturally observe and evaluate their leader’s actions. Therefore, what truly matters is not just what we say as leaders, but what we demonstrate through our daily actions. Leadership is about setting an example through what we do, day in and day out.

<https://lnkd.in/gSbx7KJU>

#Leadership #KeepGrowing



Microsoft CEO Satya Nadella says, for me a true leader is who ... - Times of India
timesofindia.indiatimes.com

  18

1 comment

Emails are one-way communication. A CEO sends a message, and that’s it. But on LinkedIn, leaders can respond to comments, answer employee concerns, and interact with their audience—fostering a real sense of connection.

Example: Microsoft CEO Satya Nadella frequently shares leadership lessons and insights on LinkedIn. His posts invite discussion and have helped reshape Microsoft’s employer brand, attracting top talent and reinforcing a culture of learning and innovation.

How to Build Digital Charisma as a Leader

Authenticity Over Perfection:

Skip corporate fluff. Share real challenges, lessons, and personal experiences. People relate to leaders who are human.

Conversational, Not Corporate:

Use a natural tone. A rigid, press-release style post will feel impersonal and detached. Write as if you're speaking to a colleague, not issuing a formal statement.

Community Engagement:

Don't just post — respond! Engaging with comments, acknowledging employees, and interacting with discussions makes leadership feel accessible.

Actionable Tip: Replace corporate emails with public LinkedIn posts. Engage with employees, share lessons, and build trust—digitally and authentically.

Lead the Change, Don't Chase It

- Listen before you speak.
- Adapt before you resist.
- Inspire before you instruct.

Millennials & Gen Z aren't just changing work—they're shaping leadership itself.

Will you resist the shift—or evolve with it?

The best leaders don't manage the present. They create the future.

Go lead it.

Thank You

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