

## THE LEADER'S EMERGENT ROLE

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**T**he art of leadership is changing.

The ideas of achieving our dreams, believing in them, experiencing and consolidating them will direct the behavior of a leader in the 21st century.

As an entrepreneur, the leader is a visionary with the ability to inspire and make people to internalize and cultivate their dreams in order to make them a reality. Therefore, their communication is oriented to people, establishing a friendly environment, recognizing the ones that are the most important asset of an organization. Thus, the leader aims at understanding people and valuing their opinion. Through a direct interaction, the leaders will be touched by this emotion, by people's beliefs and values, and, hence, will search for new talents being directed by their heart and mind, potentializing the other's actions and productions through cognitive and technical competences in a rational and sensible way.

This leadership trajectory will be a process of continuous learning about what each one can aggregate in value to the organization and also, what people can add to others.

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