

LEAD THE NEW YEAR WITH STRATEGY, PURPOSE, AND CLARITY

A new year brings the opportunity to reflect and reimagine how we want to lead our organisations. As we step into 2025, how will you inspire, engage, and thrive?

The challenges of 2025 demand leaders who can balance a long-term vision and strategic transformation with effective execution and performance here and now, while creating engagement and empowering others.



Annica Johansson, Partner and Head of Leadership at Navigio, shares her perspective on what it will take to lead in the year ahead:

“A leader’s role in 2025 is to be a strong visionary strategist, a passionate developer of human potential, and a growth-minded champion of innovation. These three roles are essential for navigating the complexities of today and building the resilience needed for tomorrow.”

Being the inspiring visionary strategist

To create followers and help others find their meaning and motivation, the leader of 2025 needs to lead with a long-term inspiring vision while being agile enough to adapt to a rapidly changing world.

“Leaders must be able to align their organisations’ goals with future trends, navigate technological disruptions, as well as numerous global challenges. And they need to do that while balancing profit with societal impact and long-term sustainability, as well as inspiring others to want to follow them, and come along on the journey.”

Be the passionate developer of human potential

More than ever people are key to organisational success, and leaders need to create the best possible circumstances for people to stay on, grow and thrive within the organisation in 2025.

“Leaders need to help their teams grow, thrive and innovate autonomously. It’s important to foster an environment of psychological safety, so that life-long learning, upskilling and adaptation can happen naturally, every day. And leaders need to be present, seeing, hearing, and acknowledging their people in what they need in order to flourish individually.”

Studies currently highlight the growing need to focus more on people’s well-being, mental health, growth, and work-life balance. By doing so, organisations not only build a more engaged and resilient workforce but also ensure their teams are equipped to drive innovation and adapt to future challenges.

Be the growth-minded champion of innovation

There is no doubt that to remain competitive, leaders need to truly embrace and drive innovation in their organisations. Leveraging emerging technologies, such as automation and AI is necessary to create value in the year ahead. And this needs to be done with a growth mindset:

“There is a need for leaders to build a culture that rewards experimentation and creativity, and to celebrate failures as the first attempt in learning. At the same time leaders must also be ethical guides in decision making and work processes for how we leverage new knowledge and technologies in the right way going forward.”

The list of demands on leadership in 2025 may not stop here, but as Annica Johansson concludes:

“These three roles are a good indicator of the leadership needed to navigate the complexities of year ahead while fostering the resilience and innovation organisations will need to succeed long-term.”