Chapter 3

AGILE LEADERSHIP: NEW LEADERSHIP STYLE RISING WITH DIGITAL REVOLUTION

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INTRODUCTION

The growing economic and business challenges have paved the way for the birth of new leadership styles. Those can explain in terms of their differentiated approaches to emerging hardships at business and company level. In this context, transformation, lateral and thought leaderships can be described among the new ones. These can be also defined as non-traditional leadership styles that center on the new economic and business trends

However, the ever-changing conditions of business organizational structure and culture have also dictated the birth and evolution of new leadership style. Notably, digitization, technological improvements, rapid information diffusions through internet advances have altered business organizational structure and culture and challenged the established business models (Aghina, et.al, 2018: 5). In order to overcome those challenges new kind of leadership is required, which called "agile leadership". The essence of agile leadership is based on the fast reacting and responding to internal and external disruptive challenges stemmed from technological developments in business, as the business structure based on scientific management has not been responding effectively to new business challenges. First, it is important to know that agile incorporates key principles, based on the Agile Manifesto established in 2001. There are no less than 40 organizations, businesses and methodologies pretending to have the lead on how best to implement agility Such concepts can be implemented in all kinds of situations, whether in a purist way including all agile operating methods, or at a level of philosophy to groups that want to use parts of the concept to better their job. In addition, agile methodologies are used in organizations far beyond IT from R&D and sales & marketing through HR and finance (Brower, 2019). In organizations founded on agile teams to succeed, agile leaders are required. It requires changes in mentality and culture allowing the workplace much more transparent both at the level of the organization and the team.

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In summary, the dramatic digital revolution has altered business world and the requirements of leadership styles. Agile leaders seem to be best leadership kind that responds the emerging challenges as the business structure based on scientific management has not been responding effectively to new business challenges.

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