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A new leadership ethos needed, says author at USB 'We Read for You' book forum

Leadership is not eternal, but temporal; therefore making a new ethos of leadership essential, where leaders willingly step down when businesses require a different kind of leader for the next growth stage.

So says Dr Marc van der Erve, author of *A new leadership ethos*, who discussed his book at the 'We Read for You' book forum presented by the University of Stellenbosch Business School (USB) and USB Executive Development Ltd (USB-ED) on Friday, 13 March 2009. The aim of this book forum, presented in association with Kalahari.net, is to read and discuss the latest business-related books on behalf of busy executives and managers who otherwise do not have the time.

Van der Erve lives partly in South Africa and partly in Europe. He is a director of his own company Erve Research. He was a European partner of KPMG Management Consultants for a number of years where he developed (organisational) Evolution-Management software for its worldwide business.

According to van der Erve, organisations go through several stages such as rising growth, stable growth, declining growth and uncertain growth. "Each one of these growth stages requires a person with a different leadership style who is able to take the organisation to the next level."

He terms these different leaders builders, growers, confronters or transformers. "This also determines that leadership is not eternal, but rather temporal, and a good reason why leaders should not stay in top positions for too long."

He said the "crux of leadership" is about developing "simultaneity". This simultaneity is reached by all the people, systems and processes in an organisation working together with the leader seeking to maximise these combined efforts for the greater good of the company.

The concept of 'We read for you' was introduced by the USB and USB Executive Development to add value for business leaders.

'We read for you' sessions are held regularly at the USB in Bellville and in Johannesburg. The next 'We read for you' will be held on Friday morning, 20 March 2009 at 06:30 at The Forum, Bryanston in Johannesburg where Dr Marc van der Erve will discuss his book. For more information contact Kaashiefa Johnson on 021 918 4159 or kaashiefa.johnson@usb-ed.com.

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