

# A. SUCCESS DRIVERS

## *Key Success Drivers for New-Age Leaders in India*

Leadership today is not about hierarchy—it's about impact. Young professionals stepping into leadership roles need to embody a new set of traits. Let us define successful leadership across India's evolving industries:

### **1. Innovation and Creativity**

New-age leaders are expected to challenge conventional methods and bring fresh ideas to the table.

#### **Example:**

Byju Raveendran, founder of BYJU'S, transformed how students prepare for competitive exams by blending animation, gamification, and self-paced learning—pioneering India's edtech revolution.

### **2. Adaptability and Resilience**

Business landscapes can shift overnight. Leaders must pivot quickly without losing focus.

#### **Example:**

During the pandemic, Swiggy rapidly expanded from food delivery into grocery delivery (Instamart), showcasing adaptability in real time to changing customer needs.

### **3. Strategic Thinking**

It's not enough to meet quarterly goals—leaders need to position their teams for long-term success.

#### **Example:**

Narayana Murthy, co-founder of Infosys, focused early on building an ethical and scalable business model, making Infosys a global IT leader.

### **4. Collaboration and Teamwork**

Cross-functional cooperation is essential to solve modern challenges.

#### **Example:**

At Tata Consultancy Services (TCS), Agile methodology has been adopted across verticals, fostering team-based delivery and client collaboration.

### **5. Emotional Intelligence**

Great leaders listen as much as they speak. Understanding people builds stronger teams.

#### **Example:**

Kiran Mazumdar-Shaw, Chairperson of Biocon, is known for leading with empathy—balancing innovation with inclusive leadership and social impact.

### **6. Continuous Learning**

Industries evolve, and leaders must too. Staying informed is non-negotiable.

#### **Example:**

Nandan Nilekani, former UIDAI Chairperson and Infosys co-founder, constantly upskilled to lead national-level tech initiatives like Aadhaar and Digital India.

### **7. Digital Literacy**

From cloud tools to AI dashboards, today's leaders need to speak tech fluently.

#### **Example:**

Ritesh Agarwal, founder of OYO, used technology to standardize India's fragmented hotel ecosystem, using real-time data and dynamic pricing to scale.

### **8. Risk-Taking and Experimentation**

Calculated risks often lead to breakthrough innovations.

#### **Example:**

Zomato launched its IPO in 2021, becoming one of India's first tech unicorns to go public—a bold move that opened doors for more startups to follow suit.