

# The Impact of "Energizers" in Leadership

*by Arnaud Despierre*



In today's competitive business landscape, effective leadership is crucial for success. One key attribute that has emerged as important is that of being an *'Energizer'* – a leader who, according to Kingsley Gate's [framework of 4 decision making leadership archetypes](#) brings energy, collaboration, and a growth mindset to the table.

In a recent event we held in Asia-Pacific, it was revealed that the need for Energizers is significantly higher than we expected, indicating their perceived relevance in driving business performance and success. In this article, we will delve into the observations made at the event and discuss why Energizers are becoming increasingly important in leadership roles globally.



**Energizers need to bring people along and they may or may not have the answers, but they need to inspire others to find the answers.**

## The Rise of Energizers in Asia-Pacific

Kingsley Gate's 2023 Singapore President's breakfast event revealed our framework to map decision-making environments and leadership profiles to over 30 regional CEOs from various industries. Surprisingly, the archetype most preferred by the majority of the attendees was that of the *Energizer*.

Energizers were seen as key to expanding and turning around business in a region which was described as one where mature and emerging economies can coexist. The conversation then steered toward the rising importance of collaboration in the region with the sharing of best practices, information, clients, and ideas ultimately driving business growth.

## The Global Relevance of Energizers

While the event focused on Asia-Pacific, there is a strong belief that the need for Energizers extends beyond the region. Energizers are seen as leaders who can drive business expansion and growth, regardless of geographical location. Their role has become particularly crucial in any company where expansion or scale is a top priority. An Energizer's ability to inspire others, collaborate effectively, and adapt to different environments makes them valuable assets to any organization across the globe.

### The Balancing Act

While *Energizers* bring great value to organizations, there are potential downsides to having one-too-many such leaders.

One risk is the tendency for them to solely focus on growth, neglecting profitability and efficiency. A balanced team of leaders with different skill sets and approaches is essential. Or as recent history in the form of Bird and Lime, the electric scooter companies, indicates, sometimes a focus on profitability is preferable to mindset focused exclusively on growth. Optimization-focused leaders (i.e., the ones who care more about bottom-line than top-line growth) can complement Energizers by ensuring the fundamentals of the business, such as efficiency, consistency, and quality are not overlooked. The goal is to strike a balance between growth and optimization, leveraging the unique strengths of each leader.

## Collaboration and Accountability

In a survey conducted by [Kingsley Gate in collaboration with the Financial Times](#), it was revealed that 76% of respondents in Singapore seek input and validation from others before finalizing their decisions. This highlights the importance of collaboration in the decision-making process.

Additionally, only 46% of respondents believed their companies fostered a collaborative environment. This finding suggests that there is room for improvement in creating a culture of collaboration within organizations. Energizers excel in this area, as they bring people along, seek input, and inspire others to find solutions.

## The Future of Energizers

As businesses continue to evolve and strive for growth, Energizers will play an increasingly vital role in leadership. Their ability to navigate diverse environments, inspire collaboration, and drive expansion sets them apart.

Companies that recognize the importance of Energizers and embrace their unique skill set will have a competitive edge in the market. The scarcity of Energizers in certain regions, such as Singapore, presents an opportunity for those possessing these leadership qualities to differentiate themselves and thrive in their careers.

## Identifying Your Decision Maker

To stay ahead in the competitive global market, organizations must recognize when they require *Energizers* and when they require complementary profiles, actively cultivating a leadership team that balances growth and optimization. By doing so, they can position themselves for continued success and sustainable growth.

The rise of Energizers in leadership signifies a shift in the skills and qualities valued in today's business world. The need for collaboration, growth, and adaptability has become increasingly important, making Energizers an integral part of organizational success. Companies that understand and embrace this shift are better positioned to thrive in an ever-changing marketplace. As the future unfolds, the role of Energizers will continue to evolve and shape the business landscape, driving growth and fostering innovation.

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