



KESA LEADERSHIP MASTERCALSS COHORT III

PUBLIC LECTURE COMMUNIQUE ON LEADERSHIP IN THE NEW NORMAL

The Power of Belonging and Discovering the Emotional Why

Facilitated by Dr. Benjamin Acheampong, Group President and Chief Executive Officer, Wealth Masters Group

Webinar, 18th June 2025

WE, the participants of the KESA Leadership Masterclass Cohort III, **JOINED** by members of the broader KESA community, **CONVENED** on **18th June 2025** during the Public Lecture on Leadership in the New Normal, delivered by **Dr. Benjamin Acheampong**.

THIS session marked the culmination of an intensive two-month journey for **Cohort III** participants, many of whom are preparing for graduation and accreditation on 31st October 2025.

THE Public Lecture provided deep insight into what modern leadership demands today, a departure from tradition towards emotional intelligence, purpose, and belonging. The session addressed how leaders must evolve to meet these challenges and opportunities.

1. Traditional Leadership Versus New Leadership

WE:

RECOGNISE the speaker's comparison between old models of leadership, rooted in systems, structure, and control, and the new, human-centred approach which values empathy, self-awareness, and relationship-building.

ACKNOWLEDGE that traditional leadership fails when it lacks emotional connection, often leading to distance between leaders and their teams.

AFFIRM the importance of emotional intelligence as an essential leadership quality in this era, without which true connection and influence cannot occur.

2. Importance of Focus and Process

WE:

UNDERLINE that leadership growth, like life itself, is a process. Leaders must focus, master one area, and build depth before diversifying.

REJECT the rush to accumulate multiple responsibilities without adequate preparation or character development.

EMPHASISE that lasting leadership comes only when patience, process, and experience shape the leader's journey, not shortcuts or privileges.

3. Understanding the New Normal in Leadership

WE:

RECOGNISE the profound shift brought by the pandemic and digital transformation, which demands new leadership behaviours.

HIGHLIGHT the rise of remote working, digital collaboration, mental health concerns, and diversity as central to today's leadership landscape.

ACKNOWLEDGE that traditional leadership models including rigid, top-down, and office-bound, are no longer effective.

CALL FOR leadership that is adaptive, empathetic, and human-centred, considering the well-being, flexibility, and emotional state of every team member.

4. The Power of Belonging in Leadership

WE:

AFFIRM the crucial role of belonging in team cohesion and performance. People who feel they belong are more engaged, loyal, and creative.

EMPHASISE that leaders must foster environments where individuals are seen, heard, and valued, not reduced to tasks or roles.

RECOGNISE that belonging also requires deliberate social interaction, team outings, and informal connections, even in virtual contexts.

NOTE that retention and innovation are deeply tied to the sense of belonging created by the leader.

5. Inclusive Decision Making and Recognition

WE:

STRESS that leaders must practice inclusive decision-making, welcoming ideas and input from all team members.

CALL FOR leaders to listen to understand, not to reply, and ensure that every voice is heard before decisions are made.

ENCOURAGE leaders to celebrate contributions openly, giving credit where it is due, and recognising effort beyond monetary rewards.

ACKNOWLEDGE that when people see their ideas valued and credited, motivation and ownership naturally rise.

6. Discovering the Emotional Why

WE:

RECOGNISE that authentic leadership stems from a clear inner purpose, the “emotional why” that guides decisions and inspires others.

EMPHASISE that purpose-driven leadership outlasts process-driven leadership, because it connects with human values and meaning.

URGE leaders not to chase titles or money alone, but to find roles and missions aligned with their life purpose.

AFFIRM that leaders who live and lead with integrity, where words match actions, build lasting trust and influence.

7. Leading with Belonging and Purpose

WE:

HIGHLIGHT the practical behaviours that foster strong leadership, including checking in regularly with team members not only about work, but about their well-being.

CALL FOR leaders to give space for every team member to speak before final decisions are made.

EMPHASISE the importance of reconnecting the team to its purpose regularly, making sure everyone knows why the work matters.

RECOGNISE that leadership is a privilege, not a right, and requires humility, patience, and constant care for the team's welfare.

8. Defining Success as a Leader

IN RESPONSE to a participant's question on success, **WE:**

AFFIRM that leadership success is personal and should be measured against one's own calling and potential, not compared to others.

ACKNOWLEDGE that overcoming personal challenges and making progress in one's unique path is the true mark of success.

REJECT the pressure to measure leadership value by status, wealth, or external validation.

9. The Role of Generations in New Leadership

IN RESPONSE to discussions on generational leadership, **WE:**

RECOGNISE that the older and younger generations must collaborate and learn from each other.

CALL FOR older leaders to mentor younger ones, involving them in real leadership situations so they observe, learn, and prepare for future roles.

URGE younger leaders to be patient, humble, and willing to learn from experience, not dismissing the lessons of the past.

10. Qualities of a True Leader

IN RESPONSE to questions about true leadership, **WE:**

DEFINE a true leader as one who leads with vision, emotional intelligence, humility, and a commitment to developing others.

AFFIRM that true leadership requires authenticity, consistency between words and actions, and a readiness to prepare the next generation.

EMPHASISE that every person is born with leadership potential, but becoming a true leader depends on personal growth, environment, and mentorship.

11. The Overlooked Aspect of Mentorship

IN RESPONSE to participant reflections, **WE:**

RECOGNISE that mentorship is a critically overlooked key to leadership development.

AFFIRM that every emerging leader must seek guidance, learn from those ahead, and remain teachable, regardless of their academic or professional achievements.

APPLAUD Dr. Benjamin Acheampong's promise to mentor **KESA Masterclass Leadership Graduates** and invite others into this journey of leadership growth.

12. Balancing Empathy and Performance in Remote Teams

IN RESPONSE to concerns about remote leadership, **WE:**

RECOMMEND regular virtual check-ins, one-on-one sessions, and group meetings to maintain connection and trust.

ENCOURAGE annual in-person meetings to deepen relationships and build team spirit, even if most work remains remote.

AFFIRM that leadership at a distance must be deliberate, emotionally aware, and flexible to accommodate the realities of modern life.

13. Key Takeaways for New Leadership

WE:

CONCLUDE that leadership in the new normal requires:

- Belonging to fuel organisational culture
- Emotional purpose to drive team momentum
- Empathy, clarity, and conviction in every action

RECOGNISE that this leadership model is no longer optional, but essential for leaders who wish to thrive in the evolving global landscape.

14. Commitment to Mentorship and Future Growth

WE:

CELEBRATE Dr. Benjamin Acheampong's offer to mentor Cohort III graduates.

INVITE future KESA community members to enroll for **Cohort IV** leadership trainings to embrace this opportunity to grow under the guidance of seasoned leadership. Click [here](#) to enroll.

ENCOURAGE all KESA community members to continue their leadership development, using these principles as their guide.

WE NOW THEREFORE:

CALL ON all emerging leaders to reject outdated leadership models and embrace this new way, defined by belonging, emotional intelligence, purpose, and authenticity.

INVITE new applicants to join the upcoming KESA Leadership Masterclass Cohort IV and take part in this transformational journey of leadership development.

WITH the objective of STRENGTHENING authentic leadership, FOSTERING belonging, and INSPIRING purpose-driven action, WE COMMIT to embracing these leadership principles and CALL for sustained practice, reflection, and mentorship to shape the next generation of transformational leaders.

ADOPTED by the participants of the KESA Leadership Masterclass Cohort III during the Public Lecture on Leadership in the New Normal: The Power of Belonging and Discovering the Emotional Why, together with the KESA community at large, this 18th day of June 2025.

/ENDS/

To be part of our WhatsApp Community, click [here](#)