

Next Generation Leadership

MartinRoll

Leadership in the 21st century will be influenced by constant change

21th century challenges

- Geopolitical volatility
- Technological disruptions
- Economic and political uncertainty
- Shifting demographics



Implications for Next Gen Leaders

- Balance short- and long-term lens
- Resilience
- Keep horizontal and vertical outlook
- Global perspectives and local insights
- Strong strategic compass

Purpose

- Unwavering focus
- Clear personal vision
- Clarity of thought

Long-term lens

- Has a futuristic vision
- Thinks and plans ahead
- Executes strategically

Resilience

- Manages change
- Stays ahead of curve
- Strong character

Adaptation & Agility

- Manages disruptions effectively
- Continuously innovates

Networks

- Build network of leaders
- Cascades relevant messages and change

Culture orientation

- Driven by values/ beliefs
- Business culture and ethics ambassador

Insights center

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LATEST INSIGHTS

LEADERSHIP

- Are You A Leader? 10 Questions To Understand The Essence Of Leadership
- Next Generation Leadership: How To Enhance Performance
- Chief Strategy Officer – Evolution of A New Corporate Role

GROWTH

- Branding By The Numbers – Measuring Brand Value, Equity And Marketing Activity
- Who Should Innovate?
- Strong Brands Are Business Drivers

STRATEGY

- Kering – Evolution of a Global Luxury Brand Company
- Ralph Lauren – A Brand Capturing The American Spirit

ASIA

- Shang Xia – Chinese Luxury Fashion Brand With A French Soul
- Unleashing The Asian Brand

BRANDING

TWG Tea – The Asian Brand That Made Tea Drinking A Luxury

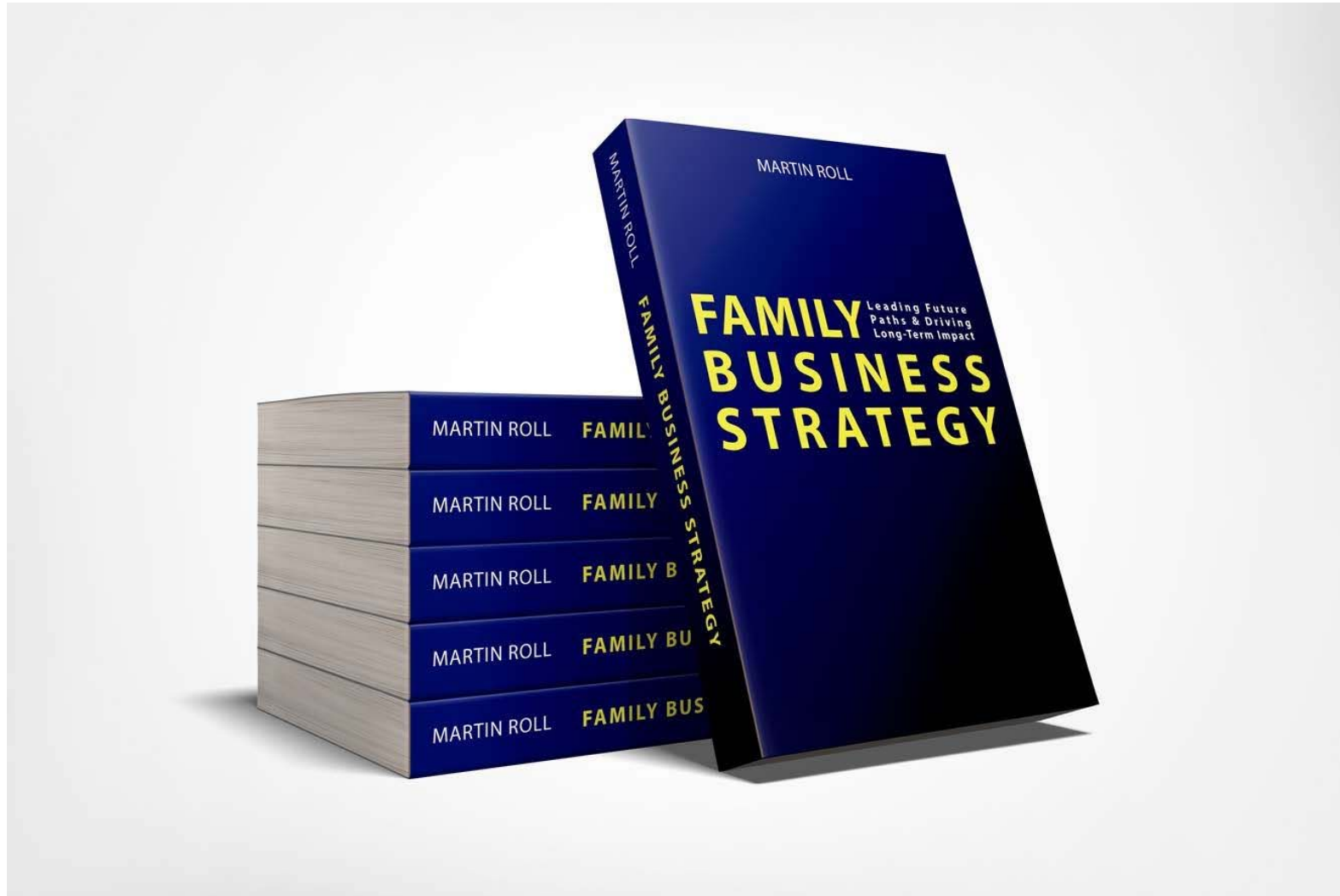
The TWG Tea brand strategy is built on the promise of providing a high-quality tea experience and education for the discerning global tea consumer.

8:00 PM 2/1/2018

Family Business Strategy (2018/19)

Leading Future Paths & Driving Long-term Impact

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Martin Roll

Business & Brand Strategist

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- Martin Roll delivers the combined value of an experienced global business strategist, senior advisor and facilitator to Fortune 500 companies, Asian firms and family-owned businesses on how to build and manage strong, global brands as well as leadership of high-performing, marketing-oriented businesses
- Martin Roll is very experienced in engaging and advising clients at all management levels from business owners and C-suite leaders to functional staff across multiple industries and cultures.
- Martin Roll has been a Senior Advisor to McKinsey & Company since 2015
- Martin Roll is a keynote speaker at global conferences, an experienced conference moderator and executive workshop facilitator. He also teaches MBA, EMBA and Executive Education programs at Nanyang Business School (Singapore), and is a frequent guest lecturer at INSEAD and other leading global business schools
- He is an Entrepreneur in Residence at INSEAD

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Business & Brand Strategist

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- Martin Roll is a member of the global Advisory Council of Welspun Group (Mumbai) and a Senior Advisor to Cocoon Capital (Singapore)
- Martin Roll is the author of global bestseller “Asian Brand Strategy” (Updated edition 2015) and co-author of “The Future of Branding”
- New books in pipeline: How Successful Leaders Raise the Bar (2019), and Family Businesses Strategy (2019)
- He is a business columnist with INSEAD Knowledge, a prolific management writer, and a regular commentator in global media
- Martin Roll has lived in Asia for two decades and serve clients on all continents
- MBA from INSEAD
- **Specialties:** Branding, Marketing, Strategy, Leadership, Digital Transformation, Change & Transformation, Family Business, C-suite Mentoring, Turnarounds, Business Coaching, Asia & Emerging Markets, China, India, Business Models, Retail, Luxury, Private Equity, Innovation & Start-Ups

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