

# Leadership advisor Simon Mainwaring shares six tips for CEOs



What **practices are company CEOs** applying today to **lead successful brands**? How do businesses deal with crises and the challenges of the future?

In his talk, ***Tomorrow's CEO: Mindsets for Building Successful Brands***, Simon Mainwaring, founder and CEO of [We First](#), shared **six mindsets** that CEOs are implementing today.

*"These are practices that we teach CEOs to ensure they not only **build their business** but also **make a difference**. Keeping that in mind, we recognize that leadership has never been more important,"* Mainwaring said.

The speaker, who is also a brand consultant, said that since the **COVID-19** pandemic, it has been necessary for young entrepreneurs to have a **new mindset to get different results**, based on the **context of today's market**.

**CONECTA** shares advice and ideas given by the speaker during [Tec de Monterrey's](#) entrepreneurship festival, [INCmtty 2022](#).

# CREATE.



/> width="900" loading="lazy">

## 1. Prepare to lead in turbulent times

Mainwaring gave his opinion on the **global crises** that society is facing today and the different ways they are impacting on companies and businesses.

*“We live in a world of **concurrent and complex crises**. These problems, these challenges, and these crises are not waiting statically in the future for us to reach them. They are worsening as we speak,”* he said.

He said that crises such as climate change, the COVID-19 pandemic, and the war in Ukraine have had an impact on the supply chains, for example, and he invited attendees to think about whether they are **capable of handling different crises at the same time, asking them:**

*“Are you prepared to **lead in these challenging and turbulent times**? Are you willing to start a business, not just to make money, but **to be part of the solution** instead of part of the problem?”*

He suggested that **leadership within companies should not be linear but rather exponential** because of the way global problems play out.



/> width="900" loading="lazy">

## 2. Look into the future, do not build on the past

The author of the book [Lead With We](#) also said that emerging companies often **look to the past** to see the strategies that worked before. However, he said that they are only managing risk if they do so.

*“They gradually innovate and repeat what they’ve been doing to make improvements, then try to balance risk and opportunity, but that doesn’t do much good because the **future has less to do with the past** as all of these challenges and crises are connected.*

*Using the past as a guide for action in the future isn’t very useful. We need to apply reverse **engineering to the future** so that when we work with other companies, we can ask what their industry will look like in three to five years,” he said.*

To apply this mindset, Mainwaring suggested thinking about **what the world will require from companies in the future**, as well as the problems associated with different industries.

***“Are you prepared to lead in challenging times? Are you willing to start a business and not just make money but be part of the solution?”***

## 3. Reassess challenges as market opportunities

The speaker said that instead of being discouraged by current problems or crises, business leaders should **focus on finding opportunities** to solve them.

*“Hidden within these challenges are startups waiting to be born. **Each worrying problem also represents a solution** waiting to be found,”* said the author.

Mainwaring recalled that even **legacy industries** have the opportunity to do different things, **to innovate, and change their practices** to find solutions to humanity’s new challenges.

*“We can ask ourselves **how this problem can be turned into a business** and be an advantage in the long term.*

*“We should **reassess challenges as opportunities**. What worrying social or environmental issues can your company resolve through your leadership as CEO?”* he added.



/> width="900" loading="lazy">

#### **4. Leverage purpose to increase growth and impact**

According to the brand consultant, the purpose of companies should not be a static idea sitting in an annual report or painted on the wall of a boardroom.

*Your purpose should be an **active verb**, not a passive noun,”* he stressed, adding:

*“You can lead from day one as long as your **main purpose is truly aspirational** and reflects the integrity and goal of your company.”*

The speaker highlighted the importance of a good definition of company purpose as this will help them to **work, accelerate growth and increase their impact**.

He said that with adequate leadership based on purpose, everyone touched by the business can **expand their knowledge of the company and accelerate their mindset growth**.

*“You can lead from day one as long as your **main purpose is truly aspirational** and reflects the integrity and goal of your company.”*

## **5. Use the company to lead conversations that drive movements**

Simon Mainwaring said that people today are **interested in what companies represent** through their products. As an example, he talked about how responsible these companies are in terms of how they manufacture their products.

He said that this mindset sees the **future of marketing** as a way for companies to **analyze their purpose** and think about how to become a **jumping off point for conversation** within their industry in a way that is meaningful to all stakeholders.

*“If you’re going to **lead conversations to create movements**, ask yourself as an individual in your company, *what conversation can you start right now in your industry that will shape the culture?*” he said.*

He invited attendees to think about the companies launched in recent years in connection with issues such as climate change or war, issues that are part of the **conversation in the business landscape**.

*“In today’s reality, if you want to be in a specific business niche, you need to lead a conversation that can drive the movement that will build your company,”* he added.



/> width="900" loading="lazy">

## 6. Lead together, not alone

Mainwaring said that in business terms, **collective leadership** is best in order to accelerate and increase the response as it combines efforts.

*“One of the fastest ways you can **accelerate awareness and adoption of your products** is by planning partnerships from the beginning to make it happen,”* the author said.

He suggested finding partners with whom you can **align efforts and share values** to forge a greater market share.

*“The question is which partner could you **work with to accelerate your impact**? Think of someone you know in your network who you could be working with next year,”* he said.

*“One of the fastest ways you can **accelerate awareness and adoption of your products** is by planning partnerships from the beginning to make it happen,”* the author said.

## The 10th anniversary of INCmty 2022

[INCmty](#), the largest entrepreneurial festival in Latin America organized by [Tec de Monterrey](#), celebrated its 10th anniversary.

*“During these ten years, [INCmty](#) has planted a seed of character and entrepreneurial spirit in many people. I’m sure that it’ll continue to transform lives,”* said Rogelio de los Santos, President of INCmty.

The festival **lasts three days** and has returned to the face-to-face format. It’s being held at Cintermex, in Monterrey.

It includes more than **200 networking events, investment opportunities**, and the participation of more than **100 international speakers** such as [Jay Shetty](#), James Clear, Alina Morse, and [Penny Locaso](#).

## LEE TAMBIÉN:

<https://conecta.tec.mx/en/news/national/entrepreneurs/4-habits-entrepreneurial-success-former-monk-jay-shetty>