
THE WISE LEADER STRATEGY: BUILDING TRUST AND LONG-TERM SUCCESS

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Abstract This article was prepared using a descriptive qualitative research method, discussing a wise leader's strategy in building trust and achieving long-term success. Wise leaders are those who are able to integrate knowledge, experience and intuition to make the right decisions in the face of complex and dynamic challenges who are able to direct their teams through the changes needed to achieve organizational goals. An important aspect of a wise leadership strategy is the ability to listen to and understand the perspectives of others so as to create an inclusive work climate, where all team members feel heard, valued and motivated to give their best contribution. In making decisions, Wise leaders also consider multiple points of view and solicit input from team members before making a final decision. In addition, wise leaders have the ability to manage conflict wisely and are able to recognize and resolve conflicts in a constructive way, promote open communication, and seek the best solutions to problems. Wise leaders also encourage effective collaboration and teamwork, building strong and mutually beneficial relationships between team members. Furthermore, a wise leader also has a long-term vision and ability to anticipate upcoming changes through careful strategic planning, evaluating market trends, and predict the impact on the organization and be open to innovation and change so as to inspire the team to adapt and grow together. In this article, we will also discuss implementing a wise leader strategy. By practicing wise leader strategies, leaders can build trust, manage change, and achieve long-term success for the organizations they lead.

Keywords: Strategy; Wise Leaders; Building Trust

Introduction

In today's ever-evolving and complex world, being a wise leader is the key to achieving long-term success. Wise leaders rely not only on their knowledge and experience, but also have the ability to integrate that information with intuition and sensitivity to changing contexts (Bass, 2006). The wise leadership strategy involves a set of skills and approaches that enable the leader to meet challenges appropriately and make good decisions. In this article, we will explore some of the key strategies that can help leaders become wise in their leadership (Kouzes, 2017). First of all, the ability to listen to and understand other people's perspectives is an important foundation of a wise leader's strategy. In dealing with complex issues, leaders need to be open to listening to multiple viewpoints and understand the needs, concerns, and aspirations of their team members. By creating an inclusive work climate, wise leaders can build trust and motivate their team to give their best contribution. One of the problems leaders can face is a lack of trust from team members or other stakeholders. Trust is an important foundation of a healthy and productive work relationship. Leaders need to use prudent strategies to build trust through open communication, integrity, and consistency (Greenleaf, 2002). In addition, a wise leader has the ability to manage conflict wisely. Conflict is an inevitable part of organizational life, but a wise leader knows how to deal with it in a constructive way. They encourage open communication, create spaces for sharing thoughts and

ideas, and work closely with team members to find win-win solutions. In managing conflict, wise leaders are able to maintain positive relationships and build team strengths. Conflict is a common problem that can affect productivity and relationships within a team. Wise leaders need to develop strategies to manage conflict in a constructive way. This involves being able to listen to all parties, facilitating open dialogue, Wise leaders must also have a long-term vision and the ability to anticipate change. Leaders who do not have a clear vision or who are less able to anticipate change can have problems achieving long-term success. It is important for leaders to develop strategies to formulate inspirational visions, identify future trends and opportunities, and communicate these visions to the team in motivating ways (Sinek, 2009).

In a rapidly changing world, wise leaders look ahead, identify market trends, and anticipate upcoming changes. Leaders are able to make proper strategic planning, ensuring that their organization is ready for the future and taking advantage of opportunities as they arise. Leaders are often faced with complex and rapid change challenges. Being able to deal with change wisely is an important skill needed by leaders. They need to develop strategies to deal with uncertainty, build organizational readiness for change, and manage resistance that may arise. So that a leader ultimately needs to overcome the problem of involvement and motivation of team members. Lack of engagement can hinder collaboration and team performance, while a lack of motivation can have a negative impact on productivity. Wise leader strategies involve encouraging participation, providing recognition and encouragement, and creating a positive and inclusive work environment (Yukl, 2010). In this article, we will further explore the strategies of wise leaders and look at concrete examples of leaders who have successfully implemented these strategies. By implementing wise leader strategies, leaders can build trust, manage change, and achieve long-term success for the organizations they lead (Goleman, 2002).

Method

This article uses a descriptive qualitative research method that describes the strategy of a wise leader in building the trust of its members in the long term and uses a literature review method where this method involves searching and analyzing relevant existing literature about strategy of a wise leader, building trust, and long term success. The literature review will enable the researcher to collect and synthesize existing findings, analyze relevant concepts, and identify a conceptual framework for the article.

Results and Discussion

- a. Identify a wise leader's strategy in building trust: This article can identify concrete strategies that can be used by leaders to build trust among team members and other stakeholders. For example, strategies such as open communication, transparency, consistency, and integrity.
- b. Effects of trust on long-term success: This article can discuss how trust built by leaders can contribute to the long-term success of an organization or team. Trust can affect effective collaboration, team member motivation, innovation, and good relationships between leaders and team members.

1. Strategy A wise leader builds trust and long-term success

There are several strategies that wise leaders can use to build trust and achieve long-term success. namely:

1. Open and transparent communication

Wise leaders actively communicate with team members and other stakeholders. They ensure that important information is conveyed in a clear, transparent and timely manner. Leaders avoid hiding information or hiding relevant facts.

2. Consistent integrity

Wise leaders demonstrate integrity in their actions and words. They hold clear and consistent values, and behave in accordance with those values. Leaders maintain honesty, fairness, and consistency in

all aspects of their leadership.

3. Empathy and active listening

Thoughtful leaders listen attentively and show empathy for team members and other stakeholders. They value the views and input of others, and seek to understand their perspectives. Leaders also take action based on the understanding and needs expressed by others.

4. Collaboration and inclusion

Wise leaders encourage collaboration and inclusion within a team or organization. They build a supportive work environment, where team members feel valued, heard and can actively contribute. Leaders promote cooperation, facilitate open discussion, and seek consensus in decision making.

5. Guidance and development

Wise leaders see their role as a coach and developer of team members. They provide support, guidance and training to team members to help them grow and develop. Leaders capitalize on individual strengths and help team members reach their full potential.

6. Honesty and accountability

Wise leaders take responsibility for their actions and build a culture of honesty around them. They admit their mistakes, take responsibility, and learn from the experience. Leaders also expect accountability from team members and promote a culture of shared responsibility.

These strategies assist leaders in building strong trust, increasing team collaboration, and achieving long-term success. It is important to note that effective strategies may vary depending on the specific situation and context. A wise leader will consider the unique needs of the team and the organization (Collins, 2001)

2. Implications of a wise leader's strategy

In addition to developing strategic capabilities and adaptability. The implications of implementing a wise leadership strategy to achieve long-term success are as follows;

- a. **Better Decision Making:** Wise leaders implement strategy by conducting thorough analysis, considering various options, and making decisions based on rational and objective thinking. This can lead to better decisions, reduce the risk of mistakes, and increase long-term success.
- b. **More Effective Risk Management:** A prudent strategy involves identifying and carefully managing risks. The leader will identify potential risks associated with implementing the strategy, develop mitigation plans, and monitor risks on an ongoing basis. By managing risk well, leaders can reduce negative impact and increase the chances of success.
- c. **Increased Trust and Credibility:** Wise strategy implementation can increase a leader's trust and credibility in the eyes of others. When leaders make measured decisions, commit to long-term visions, and achieve desired results, people have greater confidence in the leader's abilities and integrity.
- d. **Improved Efficiency and Effectiveness:** A wise strategy assists the leader in allocating resources efficiently and effectively. By having a clear and purposeful plan, leaders can avoid waste, prioritize important activities, and maximize results with available resources.
- e. **Focus and Consistency:** A wise strategy provides leaders with focus and consistency in directing the organization. They can communicate the vision, mission and strategic goals clearly to all team members, thus creating a uniform understanding and alignment in efforts to achieve common goals.
- f. **Performance Monitoring and Measurement:** A wise leader will monitor and measure the performance of the organization on a regular basis to ensure that the strategy is on track. By monitoring performance, leaders can identify successes, identify areas requiring improvement, and take corrective action as needed.
- g. **Better Competitiveness:** Through wise strategy implementation, leaders can strengthen organizational competitiveness. By identifying competitive advantages, anticipating market changes, and responding quickly, leaders can position organizations to compete successfully in a competitive environment.

3. Challenges faced by Leaders in implementing a wise strategy

The wise adoption of strategy is a complex task for a leader, and it involves several challenges. The following are some of the challenges a leader may face in implementing a prudent strategy:

- a. **Uncertainty:** The main challenge faced by leaders is the uncertainty of the business environment. The changing and unstable environment makes it difficult to plan and implement long-term

strategies. Leaders must be able to identify risks, anticipate market changes, and adapt their strategies according to changing conditions.

b. Complexity: Today, organizations are often faced with high complexity. There are many interrelated factors, including internal and external factors, that affect the success of the strategy. Leaders need to be able to understand and manage this complexity wisely, identify the relationships between different factors and make informed decisions.

c. Limited Resources: Wise implementation of strategy often involves proper allocation of resources. However, leaders are often faced with limited resources, be it in terms of finance, manpower, or infrastructure. Leaders must exercise careful judgment and optimize the use of available resources to achieve strategic goals.

d. Culture and Behavior Change: Wise strategy often involves changing culture and behavior within the organization. Changing the way people work and think can be a significant challenge. Leaders must be able to clearly communicate the need for change, gain support from team and organizational members, and provide the necessary training and support.

e. Resistance and Conflict: The implementation of a prudent strategy may encounter resistance and conflict within the organization. Some people may not agree with change or feel threatened by it. Leaders need to have good communication and leadership skills to overcome resistance, manage conflict, and build consensus among stakeholders.

f. Evaluation and Adjustment: The wise implementation of strategy involves a process of constant evaluation and adjustment. Leaders must be able to measure and analyze strategy performance, identify deficiencies or emerging opportunities, and make necessary adjustments to ensure long-term success.

These challenges stress the importance of strong leadership, effective communication skills, a deep understanding of the business environment, and the ability to adapt quickly. A wise leader must be ready to face this challenge with creativity, courage and persistence to achieve strategic goals (Covey, 2006).

4. Opportunities arise when leaders are able to build trust and achieve long-term success.

When a leader is able to build trust and achieve long-term success, there are several opportunities that can arise in various aspects of life and organization. Here are some reviews of those opportunities:

a. Better Collaboration: Strong trust between leaders and subordinates or between colleagues promotes a collaborative work environment. When trust is instilled, people tend to be more open to sharing ideas, working together, and finding solutions together. This allows teams or organizations to work effectively and produce better innovations.

b. Increased Productivity: When there is high trust between leaders and employees, employees feel more motivated and engaged in their work. They feel valued, supported and confident that their contribution is recognized. As a result, team or organization productivity increases because employees feel they have a responsibility to give their best.

c. Higher Loyalty: Leaders who are able to build trust can often create higher loyalty among their employees or followers. When people feel trusted and valued by their leaders, they tend to be more committed and loyal to the vision, mission, and goals of the organization. This loyalty can help retain valuable team members and reduce employee turnover rates.

d. Innovation and Creativity: When trust is in place, people feel more comfortable taking risks and sharing new ideas. A safe and trusting environment allows employees to think creatively and innovate without fear of punishment or undue criticism. In organizations led by trust-building leaders, innovation and creativity often thrive.

e. Improves Reputation and Image: Leaders who can build trust and achieve long-term success tend to have a good reputation in the eyes of others. When a leader is seen as someone who is reliable, honest, and has integrity, this reflects positively on the overall image and reputation of the organization. A good reputation can increase the trust of customers, clients and business partners, opening the door for wider cooperation opportunities.

Overall, leaders who are able to build trust and achieve long-term success have the opportunity to create a productive, collaborative, and innovative work environment. They can also gain high employee loyalty and build a strong reputation for the organization. Trust is an important foundation

for leaders to achieve long-term success and take advantage of emerging opportunities (Avolio, 2005).

Conclusion

Based on the presentation of the results and discussion above, several points of conclusion are obtained, namely as follows:

1. A wise leader's strategy of building trust has a positive impact on the long-term success of an organization or team. Trust built by leaders can affect effective collaboration, team member motivation, innovation, and good relationships between leaders and team members.

2. Open communication, transparency, consistency, and integrity are some of the strategies leaders can use to build trust. Through the use of this strategy, leaders can create a supportive work environment and build strong relationships with team members and other stakeholders.

3. Leaders need to overcome challenges that may arise in implementing a wise leadership strategy, such as resistance to change or an unsupportive culture. However, if the strategy is implemented well, leaders can face opportunities to increase team member satisfaction, reduce conflict, increase productivity, and create a positive work culture.

4. The practical recommendation that can be drawn from this article is the importance of leaders to focus on building trust in their leadership roles. Leaders can increase trust by communicating clearly and openly, fulfilling their promises, demonstrating integrity, and providing consistent support to team members.

So based on the above conclusions, this article can provide practical recommendations for leaders in implementing a wise strategy and building trust. These recommendations can include concrete steps, best practices, or concrete experiences that can assist leaders in their roles.

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