

“Every generation of leaders thinks it's facing a new set of challenges that require drastically new models of leadership.

Certainly today's leaders work in a very different environment, but being an effective manager is not about mastering mysterious and complicated methods.

It's about keeping it simple and following old, proven, and even obvious ideas.

What made a good leader in the past is still what makes one today: being competent, caring, and benevolent.”

**Harvard
Business
Review**