



**Enwealth**

For a better tomorrow



**BSD**GROUP

**Theme**

**Shaping the Future of Pensions Through Effective & Sustainable Governance**

**Topic**

**The Heart of Leadership: Influence, Integrity, and Impact**

**Speaker: Eva Muraya, Founder & CEO BSD Group**

# WHAT IS LEADERSHIP?





# WHAT IS LEADERSHIP?

## Leadership

Leadership is **not a position**.

It's the capacity to **translate vision into reality through people**.

It is about **creating alignment between purpose, people, and progress**.



# WHAT IS INFLUENCE?

## Influence

Influence is the ability to **shape outcomes** — not through coercion, but through **credibility**, persuasion, and **trust**.

It's how you move others from compliance to **conviction**.



# WHAT IS INTEGRITY?

## Integrity

Integrity is **consistency between what we say, believe, and do.**

It is leadership's moral compass — what allows people to trust decisions even when they cannot see the full picture.

Wealth can be rebuilt. Systems can be redesigned. But **once integrity is compromised, the entire foundation of trust collapses.**

*“When wealth is lost, nothing is lost;  
when health is lost, something is lost;  
**when character is lost, all is lost.**”*

*- Billy Graham -*

# WHAT IS IMPACT?

## Impact

Impact is the enduring **imprint** your leadership leaves — in institutions, in people, and in society.

It's not measured by applause but by **afterglow** — what continues to stand long after you've left the room.







# **TYPES OF GLOBAL LEADERSHIP**

# FIVE TYPES OF GLOBAL LEADERSHIP

## 1. Authoritative Leadership

Authoritative Leadership is driven by **command** and **control**.

It is effective in crisis, but unsustainable for innovation.





# FIVE TYPES OF GLOBAL LEADERSHIP

## 2. Transactional Leadership

Transactional Leadership is anchored in **performance** and **reward**.

It achieves efficiency, but rarely inspiration.



# FIVE TYPES OF GLOBAL LEADERSHIP

## 3. Transformational Leadership

It **inspires change** by aligning personal purpose with organizational mission.

Powerful for cultural renewal, but demanding of consistent emotional energy.



# FIVE TYPES OF GLOBAL LEADERSHIP

## 4. Servant Leadership

It is focused on **empowering others, listening deeply, and putting people first.**

Ideal for nurturing trust and loyalty, though it can slow decision-making in high-pressure contexts.





# FIVE TYPES OF GLOBAL LEADERSHIP

## 5. Authentic Leadership

It is rooted in **self-awareness**, **transparency**, and a **values-driven approach**.

Builds enduring trust, but requires courage to remain vulnerable under scrutiny.



# KEY TAKEAWAY

Great leaders are not rigidly fixed to one leadership style but rather **adaptive**.

They read the moment — knowing when to **direct**, when to **collaborate**, when to **listen**, and when to **stand firm**.





# **GLOBAL LEADERSHIP CHALLENGES**



# FIVE MOST PRESSING GLOBAL LEADERSHIP CHALLENGES

## 1. Geopolitical and Economic Uncertainty

Global business leaders are navigating an increasingly volatile landscape — from **shifting trade policies, sanctions, and regional conflicts** to **inflation** and **recession risks**.

This makes long-term planning, investment, and expansion far more complex.

### Key Challenge

Balancing resilience with agility in a world where the rules keep changing.

## FIVE MOST PRESSING GLOBAL LEADERSHIP CHALLENGES

### 2. Technology Disruption and AI Integration

While AI, automation, and digital transformation offer massive gains, leaders face the dual burden of **investing wisely** while **managing workforce fears, ethical questions**, and **cybersecurity threats**.

#### Key Challenge

How to lead digital evolution without dehumanizing the workplace.

## FIVE MOST PRESSING GLOBAL LEADERSHIP CHALLENGES

### 3. Sustainability and Climate Responsibility

Stakeholders — from consumers to investors — are demanding **bold action on ESG** (Environmental, Social, Governance) priorities. But aligning profitability with sustainability remains a hard balance.

#### Key Challenge

Making sustainability a core strategy, not just a PR play.



## FIVE MOST PRESSING GLOBAL LEADERSHIP CHALLENGES

### 4. Talent Retention and Skills Mismatch

With younger generations seeking purpose-driven work and flexible cultures, leaders are **struggling to recruit, retain, and upskill** diverse talent — especially in emerging markets.

#### Key Challenge

Building future-ready teams  
in a post-pandemic,  
hybrid-first world.

## FIVE MOST PRESSING GLOBAL LEADERSHIP CHALLENGES

### 5. Trust, Transparency, and Ethical Leadership

In an age of misinformation, corporate scandals, and public scrutiny, leaders are expected to be visible, values-driven, and accountable — or risk losing their social license to operate.

#### Key Challenge

Leading with character  
when the spotlight is  
relentless.



# **EMPATHY IN LEADERSHIP**

## ***Strong People break too. They just do it quietly.***

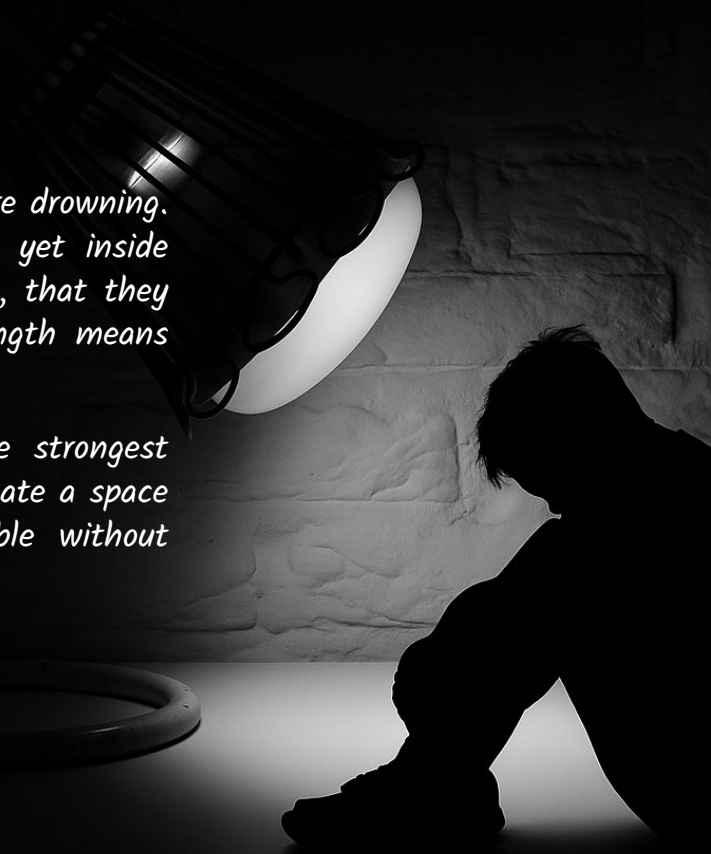
*Watching the world praise the strong while they suffer in silence.*

*When life gets overwhelming, those strong individuals can feel like they are drowning. They pour themselves into helping others, giving everything they have, yet inside they are screaming for help. It's hard to admit that they are struggling, that they need support, because they have been conditioned to believe that strength means bearing it all.*

*It's vital to remember that everyone needs help sometimes, even the strongest among us. No one should have to endure their struggles alone. So let's create a space where strong people break, where they can feel safe to be vulnerable without judgement.*

*Strong people need someone too- to be there for them.*

*- Reightzhyl Leera -*

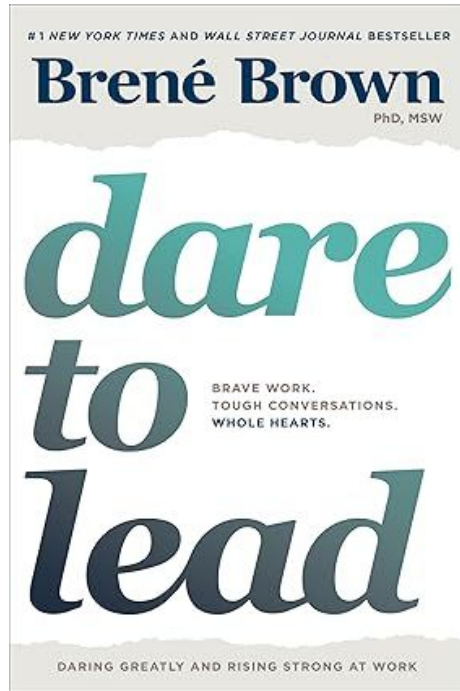






# **RECOMMENDED BOOKS TO READ**

# RECOMMENDED READING



## Dare To Lead, by Brené Brown

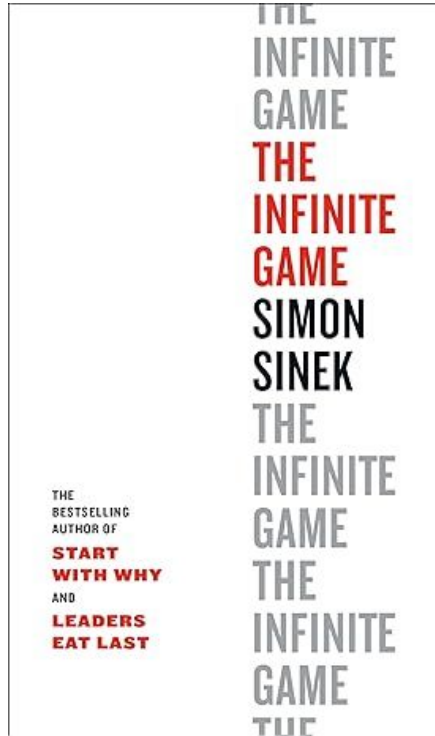
Dare to Lead distills Brené Brown's two decades of research on courage, vulnerability, and leadership.

She argues that the greatest barrier to effective leadership is the **fear of vulnerability** — the fear of being wrong, of showing weakness, or of being truly seen.

Brown defines courage not as the absence of fear, but as the **willingness to show up and lead even when you can't control the outcome.**



# RECOMMENDED READING



## The Infinite Game, by Simon Sinek

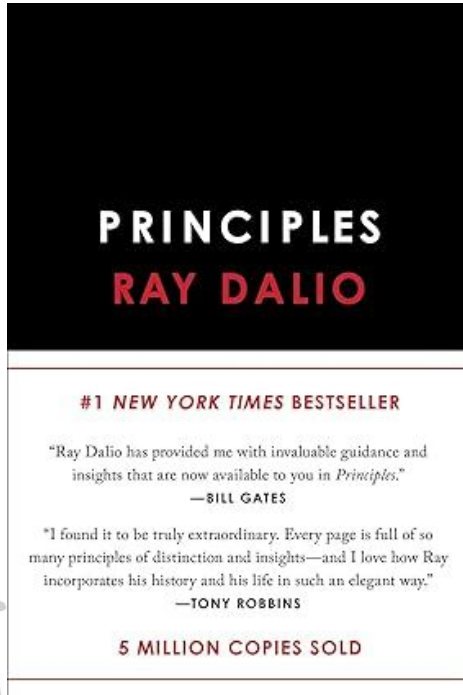
Simon Sinek argues that most organizations and leaders operate with a finite mindset — focused on winning, beating competitors, hitting quarterly targets, and achieving measurable short-term success.

But **in reality, leadership, business, and life are infinite games**: there are no fixed rules, no clear finish lines, and no single winner.

Ultimately, **The Infinite Game** is about shifting from leadership as performance to **leadership as stewardship** — ensuring the organization thrives beyond the leader's time in charge.



# RECOMMENDED READING



## Principles, by Ray Dalio

Principles distills Ray Dalio's decades of experience leading Bridgewater Associates into timeless lessons on **decision-making**, **teamwork**, and **leadership** grounded in radical truth and transparency.

Dalio argues that success — in life and leadership — comes from identifying your **guiding principles**, testing them through **experience**, and building **systems** that reflect them.

He also shows that great leaders don't rely on instinct alone — they create **cultures** where honest feedback, data-driven thinking, and shared principles guide every decision.







# CONCLUSION



A glimpse of the world at night

Source: NASA Earth Observatory

**“A good name is better than great riches, to be esteemed is better than silver and gold.”**

***Proverbs 22:1***





# BSD GROUP

**BSD**  
BRAND • STRATEGY • DESIGN

Strategy  
Development &  
Business Advisory

*Whiteboard!*

Creative Development

**avid** | Public  
Relations

Brand PR, Image Building &  
Reputation Management

**BrandQuad**  
*Building brand leaders for* Africa

Integrated Knowledge  
Sharing & Talent  
Development



Brand Ranking & Women  
Market Research



Digital Media Buying  
& Placement



Social Enterprise for the  
Economic Empowerment of  
Women



Customer  
Experience Training  
Development





**BSD**GROUP

**Let's Talk.**

One Padmore Place 12th Floor, George Padmore Road  
P. O. Box: 10237 - 00100, Nairobi, Kenya  
+254 701 466853 | +254 738 499133  
[info@bsd.co.ke](mailto:info@bsd.co.ke)  
[www.bsd.co.ke](http://www.bsd.co.ke) | [www.top100brands.africa](http://www.top100brands.africa)

© 2025 Brand Strategy and Design Ltd