

# Chapter 17

## The Symbiotic Triad of Blue Ocean Leadership, Hope Preservation, and Self-Connection

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### **ABSTRACT**

*This chapter explores the relationship between three concepts that are essential for effective leadership in the 21st century: blue ocean leadership, hope preservation, and self-connection. Blue ocean leadership is an approach that aims to unlock the untapped talent and energy of employees by focusing on what acts and activities leaders need to undertake to boost their teams' motivation and business results. Hope preservation is the ability to maintain a positive and optimistic outlook in the face of challenges and uncertainties, while self-connection is the awareness and alignment of one's values, passions, and strengths with one's actions and goals. This chapter argues that these three concepts form a symbiotic triad that can enhance leaders' effectiveness and performance, as well as their well-being and satisfaction. The chapter also provides practical suggestions on how leaders can apply the symbiotic triad in their own contexts.*

### **INTRODUCTION**

In today's rapidly changing and unpredictable healthcare environment, leaders face numerous challenges in delivering high-quality care while managing the constant demands and pressures of a volatile, uncertain, complex, and ambiguous (VUCA) world (Attieh, 2022). Moments of crisis tend to require a particular set of qualities, talents, and competencies more than others, even if there is no one set of traits that must be present in all leadership contexts (Abdi et al., 2022). By concentrating on the acts and activities that leaders must carry out to give a leap in motivation and business results, the notion of "blue ocean leadership" seeks to unleash the untapped talent and energy of employees. Its foundation is the

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assumption that people either value leadership highly enough to pay for it or don't. The basic premise of blue ocean leadership is that "leaders should create a blue ocean of new demand for their leadership and achieve high impact by identifying and eradicating the leadership techniques that are ineffective or irrelevant and by amplifying and creating the ones that are appreciated by followers." It does not focus on who the leaders should be it pivots around what leaders should undertake. W. Chan Kim and Renée Mauborgne (2017) popularized the phrase "Blue Ocean" in their seminal book "Blue Ocean Strategy," which transformed business-related strategic thinking. It depicts an environment free from competition, where value creation and innovation thrives. Blue Ocean Leadership is an exploration of unknown territory in leadership, where leaders break free from conventional paradigms and motivate their people to accomplish amazing achievements. They comprehended the idea of blue ocean strategy through "Blue Ocean Leadership Grid" presented in Figure 1 below.

*Figure 1 Blue ocean leadership grid<sup>1</sup>*

<b>Eliminate</b>	<b>Reduce</b>	<b>Raise</b>	<b>Create</b>
What acts and activities do leaders invest their time and intelligence in that should be eliminated?	What acts and activities do leaders invest their time and intelligence in that should be reduced well below their current level?	What acts and activities do leaders invest their time and intelligence in that should be raised well above their current level?	What acts and activities should leaders invest their time and intelligence in that they currently don't undertake?

This grid is an analytical tool designed for the leaders to map those leadership activities that should be eliminated, what activities should be less frequently used, what are the activities that should be amplified more as they tend to inspire and motivate people and what is that should be introduced as a new practice to engage, involve and motivate people. This grid can be used by the leaders to add value to current leadership profiles of the organizations.

There has never been a more important time for leadership in a world of unrelenting change, unimaginable obstacles, and dynamic interactions at work. It is the responsibility of leaders to keep their teams motivated and hopeful in addition to leading their organizations to success. In this setting, the idea of "Blue Ocean Leadership" manifests as a revolutionary approach to leadership that not only reinterprets traditional ideas of the role but also fosters hope via introspection (Christodoulou & Langley, 2020). Inspiring optimism and motivation within businesses is one of the most fascinating features of Blue Ocean Leadership (Kim, & Mauborgne, 2017). Effective leadership requires the preservation of hope in an era characterized by uncertainty, crises, and rapid technical breakthroughs. Simply putting, blue ocean leadership enables leaders to not only navigate turbulent waters but also to anchor their teams in a harbor of hope and resilience. Blue ocean leadership also focuses on strengthening the leaders' personal wellbeing. It is not just about improving the performance of the firm. Leaders frequently face difficulties in a world that is rapidly changing and uncertain, which can sap their energy, erode their confidence,

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