

The New MBA Playbook

7 UNMISSABLE LESSONS TO LEAD BOLDLY – AND THINK DIFFERENTLY

Once a symbol of rational business mastery, the traditional MBA now stands at a crossroads, besieged by tech upheavals, geopolitical chaos, sustainability crises, and economic instability that demand a bold reimagining of both MBA and executive education. Enter **The New MBA Playbook: An Updated Skills Mix for the Future Business World**, a paradigm-shifting resource that serves as both a compass and a toolkit, encapsulating this sweeping reformation. It moves away from classical frameworks toward human-centric, principle-anchored, leading-edge strategies designed for those pioneering the “frontiers of tomorrow.” Here are 7 lessons the “leaders of what’s next” can learn from this innovative playbook:

From Models to Meaning: Behavioral Economics and Heart-Based Leadership

Behavioral economics and heart-based leadership are redefining modern business by placing humanity at the core of enterprise. Behavioral economics exposes the limitations of traditional models, revealing the need for choice architectures that fuel health, happiness, and prosperity. Complementing this, heart-based leadership prioritizes kindness, generosity, psychological safety, and trust, guided by foundational virtues, while leveraging human strengths like positive energy, compassion, and gratitude. Together, these approaches build positive psychological and spiritual capital, empowering leaders and followers to cultivate energized teams, dynamic workplaces, and positive meaning in work and at work, where both individuals and enterprises thrive.



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Thinking Unbound: Reimagining Strategy to Break Free from Locked-in, Boxed-in Planning

The shift from rigid planning to agile, proactive strategizing positively empowers leaders to navigate uncertainty and paradox with confidence. Grounded in a learning mindset and creative choice-making—because attempting to prioritize everything effectively prioritizes nothing—this forward-thinking approach drives bold aspirations and delivers exceptional outcomes.

Liberating Workplaces: Blending Dialogic Organization Development and Generative Change

Gone are the days of “hierarchize, control, and manage,” with their fixation on order and predictability. Today’s approaches to change leverage dialogic development, positive organizational energy, collective design thinking, and super-flexibility to spark organizational renewal and drive design innovation. By embracing these generative principles, design-led organizations gain a distinct competitive edge, consistently outperforming rivals and setting new industry benchmarks.



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Amplifying Branding: High-Energy Stories that Resonate

Amid the pulse of modern transformation, brands must go beyond “one-size-fits-all” strategies to embody coolness, resonance, and positive energy. High-energy brands find success by becoming “storytelling organizations,” authentically connecting with audiences through vibrant and strategic narratives.



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Helping Genuinely: Investing in Strengths for Strategic Executive Human Resource Development

Modern human resource development consulting and executive coaching have moved beyond fleeting management fads and misguided pseudo-coaching. Today, ambitious and high-impact organizations rely on evidence-based coaching and cutting-edge learning strategies to deliver sustainable, high-value solutions to complex challenges. This approach empowers leaders at all levels to aim even higher, fostering continuous professional executive development and providing strategic counsel that drives lasting impact.



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Winning the Global Game: Unlocking Born Global Strategies and Cultural Intelligence (CQ)

Trailblazing leaders adopt “instant international” strategies like tech-powered *blitzscaling* to achieve rapid global growth and play to win across borders. Success now demands cultural intelligence (CQ)—beyond IQ alone—to navigate diverse markets and thrive in a dynamic, interconnected world.



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The Behavioral Ethics Puzzle: Why Good People Sometimes Cross Ethical Lines

Legacy economic systems, once solely driven by survival instincts and unchecked greed, are now being fundamentally redefined to reflect responsible frameworks that honor human dignity, organizational virtuousness, the principles of economy of communion in service of the common good, and the pursuit of universal betterment—transcending narrow self-interest, and embracing *progress with purpose* as a guiding principle. In this context, *behavioral ethics* explores how individuals actually behave when faced with ethical dilemmas, shedding light on the paradox of ethical training and unethical actions: *why do our behaviors occasionally contradict the moral standards we strive to uphold?*



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