

# A NEW LEADERSHIP MODEL FOR MILLENNIAL LEADERS IN THE INNOVATION AGE

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## ABSTRACT

### Purpose

The purpose of this study has been to understand the preferred leadership traits of the Indian millennials.

### Design/methodology/approach

The research was conducted through participatory research methods like world café and qualitative interviews and to suggest a change in leadership approach if required. A total of 117 millennials were part of the research in world café and interviews.

### Findings

Using content analysis, manual-coding methods for data categorization and topic categorization, this study concludes that Indian millennial leaders prefer nine distinct leadership traits.

### Research Implications/implications

MiLeSTROKES - A new millennial leadership model with these traits has also been proposed. It is currently proposed as a theoretical model for the findings of the research. The model needs to be tested in coaching and workshop settings for validation.

### Practical Implications

The research has both commercial and business implications. As more managers and leaders face the uncertainty of goals and the changing landscape of followers, this research will provide an understanding of how leaders can lead the emerging generation.

### Originality/Value

The unique factor of the paper is the model of leadership as a seven step journey towards the future.

**Keywords:** *Millennial Leadership, Leading in VUCA world, Leadership as a journey, Emerging generation leadership, Leadership development model.*