The Clickbait Leadership: It's Time for Leaders to Get Back to Work



Around the world, we are witnessing an unsettling shift in leadership. Too many leaders appear more concerned with commanding the spotlight than confronting the challenges facing their people. Politics, public service, and even corporate leadership are increasingly being treated as stages upon which personalities perform rather than platforms from which problems are solved.

The pursuit of headlines, clicks, social media engagement, and personal acclaim has too often displaced the qualities that great leadership demands: vision, humility, competence, and accountability. In an age where attention has become a form of currency, governing can sometimes seem secondary to the performance of governing.

Perhaps most troubling is the deterioration of public discourse. Leaders who bully, belittle, engage in name-calling, or resort to character assassination diminish not only themselves, but the offices they hold. Such behavior reflects a deeper crisis of leadership and a troubling inability to rise above division and serve a greater purpose.

Yet accountability does not rest solely with those in positions of power. Those of us who recognize this decline must ask a difficult question of ourselves: have we put down the gloves of outrage and rolled up our sleeves to do the work that this moment demands? Criticism has its place, but progress requires engagement, participation, and a commitment to building something better.

Across the globe, citizens are speaking out and demanding change. They are calling for integrity, responsibility, and results. The social media spectacle is over. Leave the clickbait to entertainers and reality stars.

This is a consequential moment in history. Leaders in both public and private office must recognize the gravity of the times in which they serve and chart a trajectory of meaningful change. The future will not be shaped by those seeking applause, but by those who do the work.