

“Word of the Year - AUTHENTIC”



Weekly Learnings 48 / 2023

Merriam-Webster declared AUTHENTIC as the word of 2023, AUTHENTIC pipped Rizz (means Romantic Appeal or Charm), Deepfake and Coronation to the top spot. Here are my learnings on this:

1. Authentic as a word had a substantial increase in usage and search because of stories and considerations around AI, celebrity culture identity and social media.
2. 70 countries go to the polls in 2024 accounting for 4.2 billion population. Never has more than half the world gone to vote in a single year. Politics and Politicians are concerned about the blatant misuse of social media and voters are worried. I think we will see more regulation on AI and social media in 2024.
3. Taylor Swift gave a boost to 'authentic' when she spoke of her authentic voice and authentic self. Elon Must urge people to be authentic on social media. Everyone recognises that being authentic on the internet is the first step to monetisation.
4. Authentic is used a lot in describing leaders, brands, and dishes. There are indices in these areas.
5. Authentic brand lists are many. The Authenticity 500 brand index 2022 has the following brands in the top 30 as authentic brands - 1. Patagonia, 2. Ben and Jerry's, 4. Nike, 6, Apple, 7. Red Bull, 10 Harley Davidson, 11. BMW, 12. Tesla, 18. Levi's and 30. Starbucks.
6. The Hawk Partners authentic brand list measures brands on 6 parameters that are similar for most lists: 1. Being brutally honest, 2. Unapologetic transparency, 3. Confidently correct. 4. Values Driven, 5. Explicitly Moral and 6. Expressive about Who I am.
7. There is a lot of literature on Authentic leaders. Authentic leaders tend to display a focus on results, they are consistent, they display integrity in the face of tough conditions, they are self-aware, and they are transparent. A trawl shows that the following leaders are considered authentic - MK Gandhi, Martin Luther King, Mother Theresa, Eleanor Roosevelt, Nelson Mandela, and Abraham Lincoln.

8. In my experience leaders cannot be authentic if they display the following: 1. Overconfidence, 2. Play office politics, 3. Reactive, 4. Don't give honest feedback 5, Are whimsical in their decision making and 6. Play departments/functions against each other or managers against each other.

9. There is a lot of talk on authentic leaders, in my experience, one can apply the same to authentic followers. I have seen poor followers at senior levels display the following: 1. Overpromise and underdeliver, 2. Kick down and suck up 3. Speak ill of their colleagues, 4. Cynical and unwilling to share information and their power, 5 Unwilling to accept the truth.

10. Brands and Corporations will be held to an authentic index on sustainability in the coming days. Australia already has it.

To Authenticity in 2024!!

Shiv

www.shivshivakumar.com

04 December 2023