

Unsubscribe in 2025

Unwanted habits and behaviours

As leaders, we all have those unwanted habits and behaviours that can subtly creep in and reemerge.

It's time to weed out the worst – and keep only the best.

It's been the topic of many conversations I've had lately as one year ends and another begins. When I ask people what they want to unsubscribe from in 2025, the answers are telling:

- ✓ Cancel trying to solve everything by ourselves – and create more collective leadership.
- ✓ Stop searching for certainty – and start navigating ambiguity with more curiosity and agility.
- ✓ Out with meaningless tracking – and in with meaningful context and perspective. Tune out the echo chambers – and tune in to more inclusive views.

Here, we find subscribing in all its meanings. First, subscribing means signing up and putting our names on the bottom line. Second, when we subscribe to a belief or philosophy, we embrace what matters most to each of us. And that takes awareness.

So, what's on your list to unsubscribe in 2025?

Here are some suggestions for you to consider:



- ✓ **Unsubscribe from simply hearing** – and subscribe to really listening. It's a common complaint: "You aren't listening to me." There is a world of difference between simply hearing and really listening, particularly to what we don't want to hear.
- ✓ **Uncheck being enjoyable** – and double-click on being interested. Think of it this way: when genuinely interested, we more easily relate to and connect with others. That's how we foster new relationships. It's Metcalfe's Law in action, with the value of our networks growing with every connection we make – one relatable moment and conversation at a time.
- ✓ **Opt out of just performing** – and opt into transforming. It's not enough to perform unless we simultaneously transform. Today, it's all about an enterprise-focused approach – cascading connections, collaboration, and communication across the lattice. And it's not as simple as leading across a matrix. It's how we engage, innovate, and co-create with others.
- ✓ **Deactivate hunkering down** – and activate taking risks. Given all the pressures in the world these days, it's only natural to feel a little tempted to hunker down – or, as our firm's psychologists call it, "reactive retreating." The antidote? Re-engage. Yes, there are risks, but there is no growth without risk.
- ✓ **Unsubscribe reliance on only what we know** – and subscribe to what we don't. Knowledge is what we know; wisdom is acknowledging what we don't know. Learning is the bridge between the two. Our firm's research has found that learning experiences boil down to three main ingredients: motivation, developing abilities, and applying what's been learned. The result is learning agility.

Indeed, that's the decision for all of us. What to subscribe to and what to unsubscribe from in 2025.

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