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CIO suites, but as we enter a new decade, we also enter the next phase of CIO leadership. The current iteration is marked by the emergence of the transformational or product CIO leader. This change is particularly evident in content and in IP-intensive industries such as media and entertainment, publishing, high tech, healthcare, financial

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The leadership requires the promotion and empowerment of individual followers. To promote inclusive partnerships, transformational leaders have opened communication channels so that followers can exchange ideas so that leaders can explicitly consider the specific contributions of each follower. Motivation.

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~~What is Transformational leadership? | CIO Story~~

Leadership expert James McGregor Burns introduced the concept of transformational leadership in his 1978 book, "Leadership." He defined transformational leadership as a process where "leaders and their followers raise one another to higher levels of morality and motivation." Bernard M. Bass later developed the concept of transformational leadership further. According his 1985 book, "Leadership and Performance Beyond Expectations," this kind of leader:

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