



# Our Best of 2018: New Approaches to Diversity

**Our top content from the past year illustrates how global uncertainty is affecting business.**

Our top articles from the past year reflect evolving strategies for dealing with difference, from Uber’s “defeat” in Southeast Asia to the struggle against gender stereotypes that impede women’s progress globally. At a moment of high political and economic uncertainty, advantage belongs to leaders with a multi-sided view of the resulting cultural tensions.

*Entrepreneurship and Family Enterprise*

Uber, Grab and Go-Jek embody emerging strategies in international platform competition.



**The Real Story Behind Uber's Exit from Southeast Asia**

*Jason Davis, INSEAD Associate Professor of*

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**KPIs**

**Should Never Be Tied to Compensation**

*S. David Young, INSEAD Professor of Accounting and Control, and Kevin Kaiser, INSEAD Professor of Management Practice*

Monetised indicator targets too often get in the way of value creation.



**CEOs**

### Should Be Chief Enablement Officers

*Stanislav Shekshnia, INSEAD Senior Affiliate Professor of Entrepreneurship and Family Enterprise; Kirill Kravchenko, Deputy Director General in charge of Administrative Affairs, Gazprom Neft, and member of the board of directors, NIS Gazprom Neft, Serbia; and Elin Williams, Business Writer*

Leadership is about energising people rather than issuing orders.



**What**

### the Happiest Two-Career Couples Are Doing Differently

*Benjamin Kessler, Asia Editor & Digital Manager*

The conventional wisdom urging compromise and self-sacrifice leads many dual-career couples astray.

**Find article at**

<https://knowledge.insead.edu/leadership-organisations/our-best-of-2018-new-approaches-to-diversity-10651>

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**The**

### Truth About Gender Stereotypes

*Benjamin Kessler, Asia Editor and Digital Manager; Clarissa Cortland, INSEAD Post-Doctoral Research Fellow; and Zoe Kinias, INSEAD Associate Professor of Organisational Behaviour*

Unraveling popular notions about gender differences in organisations.

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