

Personal and Social Responsibility of the Leader in Favour of Sustainable Development

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Abstract

Sustainable development and social responsibility are becoming increasingly important factors in the long-term development of organizations and society. Despite numerous standards, strategies, reports, and regulatory requirements, the question remains as to what constitutes the fundamental inner factor that motivates individuals to act responsibly in their everyday leadership practice. This paper is based on the assumption that sustainable development cannot be achieved in the long term solely through systems, rules, and reporting, but primarily through a leader's awareness of personal and social responsibility, reflected in daily choices and relationships with oneself, other people, the organization, and society as a whole.

The purpose of this paper is to highlight the meaning of personal responsibility as a foundation for social responsibility and sustainable leadership. The paper is grounded in insights gained through long-term exploration of human psychology, human needs, behavior, interpersonal relationships, and leadership, placing them within the context of contemporary approaches to sustainable development and social responsibility. It addresses the question of how awareness of one's own responsibility influences an individual's responsible behaviour and the creation of conditions that support the sustainable functioning of organizations and society.

The paper is based on the concept of Wise Choice (MI), which emphasizes the meaning of conscious leadership, decision-making, self-evaluation, and responsible behavior in relation to oneself, other people, society, and the environment. The presented starting points are connected with contemporary research in the fields of personal responsibility, leadership, social responsibility, and sustainable development, and open a discussion on the meaning of a leader's inner stance as one of the key factors of a sustainable future.

Keywords: personal responsibility, social responsibility, leadership, sustainable development, sustainable leadership, Wise Choice (MI).