



DR. IMRE MARTON REMENYI



VIENNA INTERNATIONAL
MANAGEMENT SCHOOL

LEADING WITH IMAGINATION WITH A BLUEPRINT FOR ENDURING ORGANIZATIONAL IMPACT

Effective business leadership is more than directing teams or setting targets; it is the ability to inspire people toward a shared purpose. Strong leaders create clarity in uncertain environments, communicate with honesty, and foster a culture where individuals feel valued and motivated to contribute their best. A similar leader is Dr. Imre Marton Remenyi, Owner at Leo Wien, who balances strategic thinking with empathy, understanding that successful organizations grow through both performance and people.

When reflecting on core values or beliefs he considers truly non-negotiable in visionary leadership, Dr. Imre believes it starts with something fundamental: having a genuine vision. To him, a visionary leader must hold a clear, meaningful picture of a better future, one that benefits the people within the organization, their families, and, ideally, the society connected to it.

Through his experience, he has observed that very few leaders know exactly where they want to take their enterprise in the next one, three, or even five years. And among those who do, many struggle to communicate their vision in a way that genuinely moves people.

For him, visionary leadership demands more than

direction-setting. A leader must articulate their vision with clarity, sincerity, and enough energy to invite others into the journey. He believes authenticity and trustworthiness are essential; without these qualities, even the most compelling vision cannot inspire people to follow it with confidence and passion.

In his view, imagination plays a central role in shaping a business vision capable of surviving decades of change. He believes that imagination is what allows a leader to see beyond the present and picture something entirely new, something meaningful, compelling, and genuinely worth pursuing.

To him, imagination is the spark that transforms a simple idea into a direction others can believe in. Without the ability to envision a future that does not yet exist, a leader cannot inspire people to join the journey. It is this imaginative strength that gives an organization the resilience to evolve, adapt, and remain relevant as the world continues to shift.

Resilient Leadership

Resilience, in Dr. Imre's view, is a defining quality that separates leaders who merely maintain

operations from those who genuinely inspire progress. He believes resilience enables leaders to move past hesitation, push through fear, and make decisions that others may avoid due to their preference for familiar routines.

Many people resist change because they feel safer in the comfort of the status quo, but he emphasizes that true leadership requires the courage to evolve. He often references Hegel's timeless insight from 240 years ago: “In order for everything to remain as it is, everything must change.” For him, this principle captures the essence of forward-looking leadership.

Strategic Vision

Visionary leaders, as Dr. Imre often explains, walk a careful line between bold ambition and real-world constraints. He believes they manage this equilibrium by weighing far more than just the risks associated with moving forward. They also recognize the even greater danger of standing still or slipping backward in a rapidly changing world. For him, this balance is rooted in imagination.

A leader must be able to envision a future that is both possible and meaningful and also imagine the practical pathways that will lead there. This blend of foresight and grounded thinking allows them to take purposeful risks without losing their strategic footing.

Innovative Resilience

Dr. Imre believes that for truly visionary leaders, setbacks are not roadblocks; they are part of the terrain. He approaches innovation with the understanding that venturing into uncharted territory naturally requires continuous learning. In his view, when a leader commits to creating something entirely new, missteps are not failures in the traditional sense; they are signals, insights, and opportunities to adjust course.

He sees these moments as essential parts of the journey, each offering lessons that strengthen both the vision and the leader. For him, progress is shaped not by avoiding challenges, but by transforming them into catalysts for smarter, bolder innovation.



Purposeful Vision

Dr. Imre believes that a leader's vision should never be confined to a single dimension. In his view, redefining an industry and creating broader societal impact are not opposing goals; they are deeply interconnected. He often points to examples like the iPhone, which didn't just transform the tech sector but reshaped how people live, communicate, and access services worldwide. To him, this is a reminder that meaningful innovation naturally radiates outward, influencing society in ways both intended and unintended.

He also emphasizes that leaders must stay conscious of the long-term ripple effects of their vision. As he puts it, the solutions created for one era often become the challenges of the next. For that reason, he believes visionary leadership requires both ambition and responsibility, ensuring progress benefits not just an industry but the people it ultimately serves.

Enduring Visionary Leadership

Visionary leadership, as Dr. Imre often emphasizes, remains timeless because every generation relies on forward-

thinking leaders to push society toward meaningful progress. Even as technology, markets, and cultures shift at remarkable speed, he believes the constant is the human capacity to imagine something better. Throughout history, true innovation has always come from individuals willing to think boldly, challenge norms, and inspire change.

In his view, tools like AI can enhance efficiency, but they cannot replace the uniquely human mix of courage, intuition, and imagination that drives transformative breakthroughs. That enduring human element is what keeps visionary leadership relevant across eras and what ensures the world continues to evolve with purpose and humanity.

Collaborative Innovation

Dr. Imre believes that collaboration is at the heart of a lasting vision. In his experience, the most impactful ideas often emerge when diverse, intelligent minds come together to share and refine their perspectives. He has observed that these innovators can come from a wide range of backgrounds, some from prestigious institutions with access to resources, others from underserved communities driven by a hunger for development.

For him, the true power of collaboration lies in creating environments where every voice is valued, and every idea has the potential to grow. Some projects may need initial funding, but many of the most surprising and transformative initiatives, particularly across Africa, have emerged from grassroots efforts. By fostering openness, trust, and inclusive dialogue, leaders can ensure that diversity becomes a catalyst for shaping a bigger, more visionary picture.

Enduring Legacy

Dr. Imre believes that the most enduring legacy a visionary business leader can leave is not just successful products, services, or profits, it is organizations and systems designed to cultivate the next generation of leaders. For him, true legacy lies in fostering environments where future innovators learn how to think, adapt, and lead, rather than simply being handed knowledge or tools.

He emphasizes that it is the mindset, the attitude toward problem-solving and leadership, that matters most. As he often says, “A fool with a tool is still a fool.” By instilling this philosophy, leaders ensure that their impact continues long after their own tenure, shaping generations of leaders

who can navigate change, inspire others, and drive meaningful progress.

Inspiring Vision

Dr. Imre often captures the essence of visionary leadership through a simple yet powerful metaphor. He believes that inspiring others is not about assigning tasks, providing resources, or managing processes; it is about awakening a shared sense of purpose.

As he puts it, if you want to build a ship, don't merely gather wood, distribute tasks, and organize the work; teach people to yearn for the wide, boundless ocean. For him, visionary leaders ignite passion and curiosity, fostering a mindset where individuals are motivated by the possibilities of the future rather than the mechanics of the present.



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