

Digital Leadership

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DGM 726
Introduction

Orientation Lecture





Orientation
Lecture

Lecture outline

- ☐ **Course Objectives**
- ☐ **The syllabus**
 - **Course Description**
 - **Learning Outcomes**
 - **Course Topics**
- ☐ **Self- Assessment (Readiness for the Leadership Role)**
- ☐ **Introduction to Leadership & Management**

Course Objectives

- The digital media Leadership course aims to understand how creative leaders are leading a team or organization through digital platforms.
- Furthermore, it targets knowing the tools and skills needed for a leader to tailor the goals and strategy in the digital media industry.

Course Objectives

- Moreover, it emphasizes understanding how to build community, grow networks, and have unique leadership philosophy.
- Finally, this course includes a variety of skills and abilities, including but not limited to digital transformation, digital strategy, innovation, and ethics.

Syllabus: Course Description

- Digital Leadership course examines personal leadership principles and practices as applicable to digital media.
- It specifically focuses on how to lead within an organization to build a diverse and high-performing team to deliver digital media initiatives that advance organizational goals.

Syllabus: Course Description

We will have an opportunity to assess, develop, and practice key leadership skills including:

- setting a compelling vision;
- evaluating and onboarding an optimal mix of talent;
- communicating with clarity;

Syllabus: Course Description

We will have an opportunity to assess, develop, and practice key leadership skills including:

- tackling ethical issues with a focus on advancing diversity, equity, and inclusion matters;
- and seeking regular feedback and input to expand influence over time and create a work environment where people thrive.

Syllabus: Learning Outcomes

- Learn about the different styles of leadership, determine which is appropriate for your organization, and how to choose and develop a leadership style.
- Learn how to be more efficient at accomplishing your organizations goals by developing leaders.

Syllabus: Learning Outcomes

- Learn how to forge a group of people to act as a single unit to achieve your organizations goals.
- Learn how to build trust, credibility, and respect for both you and the organization by being an ethical leader.

Syllabus: Learning Outcomes

The intended subject-specific learning outcomes :

Having successfully completed this course; you should be able to:

- **Evaluate** personal strengths and areas for improvement as current or aspiring leaders.

Syllabus: Learning Outcomes

Having successfully completed this course; you should be able to:

- **Create** a personal leadership philosophy based on leadership theories, principles, and styles relevant to digital media organizations.

Syllabus: Learning Outcomes

Having successfully completed this course; you should be able to:

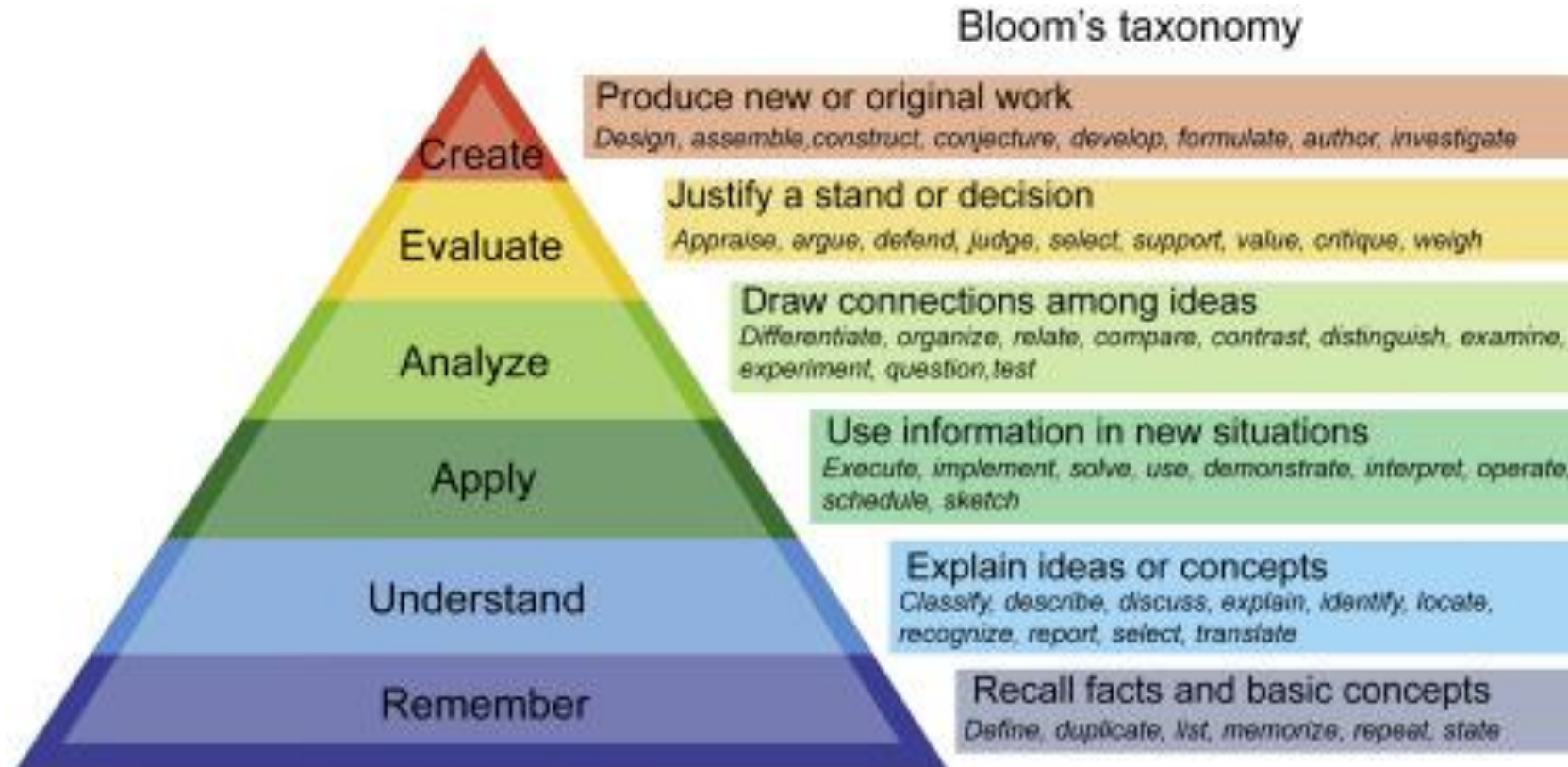
- **Examine** the role of the leader in promoting diversity, equity, inclusion, and access in organizations.
- **Practice** effective communication strategies with different stakeholders in digital media organizations.

Syllabus: Learning Outcomes

Having successfully completed this course; you should be able to:

- **Develop** effective and ethical leadership responses to complex challenges and opportunities in digital media environments.

Syllabus: Learning Outcomes



Syllabus: Course Topics

- Introduction to Management & Leadership (Definition, Functions, Skills)
- Theories & Models of Leadership
- Leaders' traits
- Leadership strengths and Influencing People
- The Digital Revolution
- Digital Leadership and Digital Transformations

Syllabus: Course Topics

- Leadership in the Digital Era and the Age of Industry 4.0
- Importance of Digital Leadership
- Diversity and Leadership
- Leadership styles in the digital world
- Collaborative Leadership & Building Teams

Syllabus: Course Topics

- **Leaders' skills: Communication, Negotiation, Critical Thinking, Creative Problem Solving, Time Management...etc.**
- **Digital Skills in Improving Organizational Performance**
- **Ethical Leadership & Digital Media Ethics**
- **Entrepreneurship and Leadership in the Media Industry**
- **Developing a Plan for Building Personal Leadership Philosophy**

Exercise 1: Leadership Self-Assessment

Readiness for the Leadership Role

- **Instructions:** Indicate the extent to which you agree with each of the following statements, using the following scale: 1, disagree strongly; 2, disagree; 3, neutral; 4, agree; 5, agree strongly.

Exercise 1: Leadership Self-Assessment

Readiness for the Leadership Role

- 20 Statements
- Score Ranges between (20 – 100)
- Scoring and interpretation: Calculate your total score by adding the numbers circled.
A tentative interpretation of the scoring is as follows:
 - 90 – 100 high readiness for the leadership role.
 - 60 – 89 moderate readiness for the leadership role.
 - 40 – 59 some uneasiness with the leadership role.
 - 39 or less low readiness for the leadership role.

Exercise 1: Leadership Self-Assessment

Readiness for the Leadership Role

- **Scale Statements**

1. It is enjoyable having people count on me for ideas and suggestions.
2. It would be accurate to say that I have inspired other people.
3. It's good practice to ask people provocative questions about their work.
4. It's easy for me to compliment others.
5. I like to cheer people up even when my own spirits are down.

Exercise 1: Leadership Self-Assessment

Readiness for the Leadership Role

- Scale Statements

6. What my team accomplishes is more important than my personal glory.
7. Many people imitate my ideas.
8. Building team spirit is important to me.
9. I would enjoy coaching other members of the team.
10. It is important to me to recognize others for their accomplishments.

Exercise 1: Leadership Self-Assessment

Readiness for the Leadership Role

- Scale Statements

11. I would enjoy entertaining visitors to my firm even if it interfered with my completing a report.
12. It would be fun for me to represent my team at gatherings outside our department.
13. The problems of my teammates are my problems too.
14. Resolving conflict is an activity I enjoy.
15. I would cooperate with another unit in the organization even if I disagreed with the position taken by its members.

Exercise 1: Leadership Self-Assessment

Readiness for the Leadership Role

- Scale Statements

16. I am an idea generator on the job.

17. It's fun for me to bargain whenever I have the opportunity.

18. Team members listen to me when I speak.

19. People have asked to me to assume the leadership of an activity several times in my life.

20. I've always been a convincing person.

Leadership & Management



Leadership & Management

Management	Leadership
• Is getting things done through other people in order to achieve stated organizational objectives.	• Leadership emphasizes on interpersonal behavior in a broader context. • It is often associated with the willing & enthusiastic behavior of followers. • It does not necessarily take place within the hierarchical structure of the organization.

Leadership & Management

Managers	Leaders
- Administer - Maintain - Focus on systems & structure - Rely on control - Keep an eye on the bottom line - Do things right	- Innovate - Develop - Focus on people - Motivate - Inspire trust - Have an eye on the horizon - Do the right thing

Leadership & Management

Managers vs. Leaders

Leading Managers are

The Best of both!

- Being both a good manager and a strong leader means
- Being accountable and responsive to your team,
- Empowering them to grow their skill sets and keep their careers on track.

Leadership & Management

Values, Attitude & Behavior

Values → **Attitude** → **Behavior**

Leadership & Management

VALUES

- They are the guiding principles that underpin what people believe to be important when making decisions.
- They determine what people will prioritize in making a judgement, and what they need to achieve improvement.

Leadership & Management

ATTITUDE

- **A JUDGMENT about an object, person or event**
- **Simply, it is our tendency that reflects a reaction to something or someone positively or negatively**
- **e.g. ATTITUDE towards YOUR JOB.**

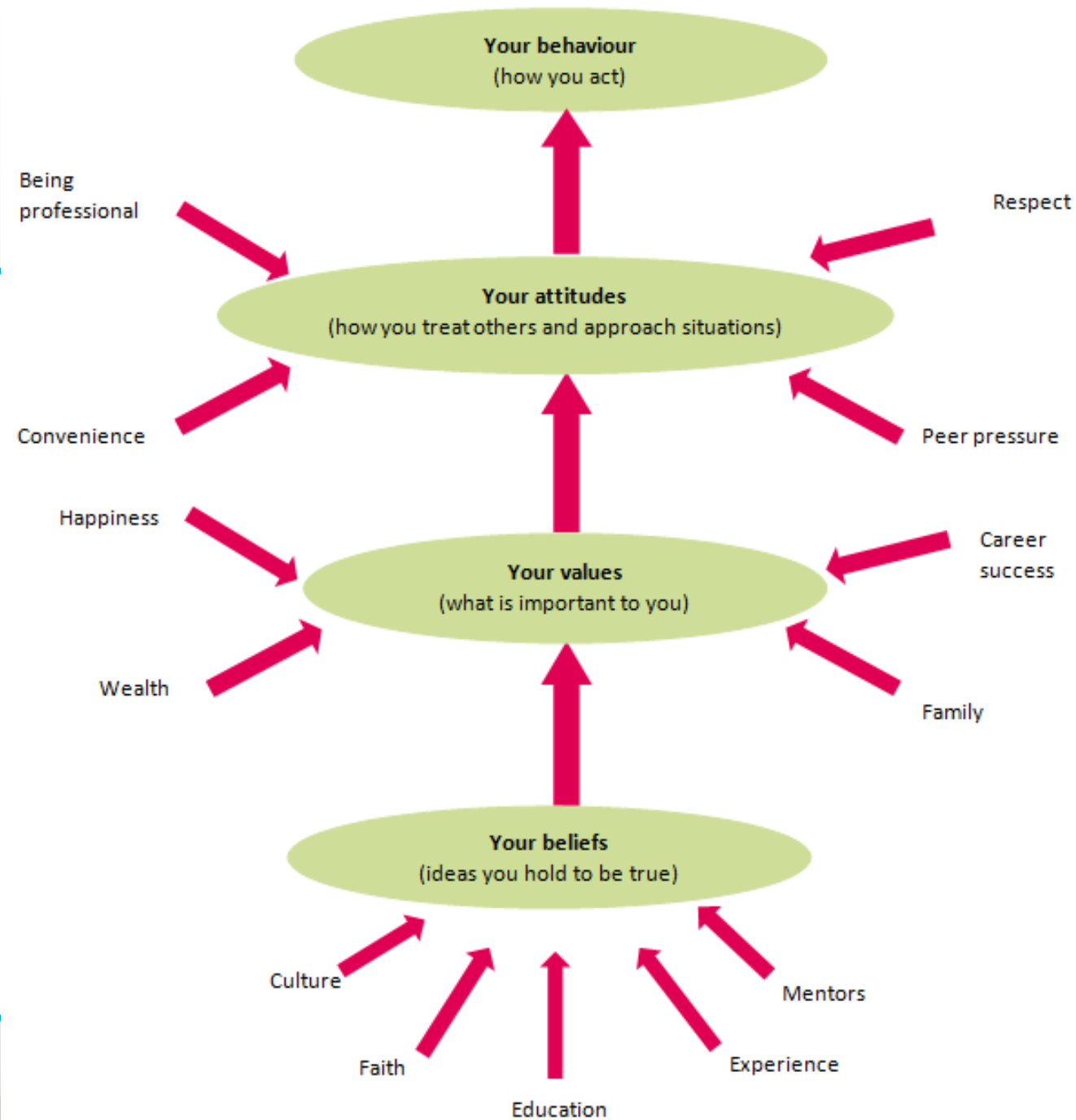
Leadership & Management

BEHAVIOR:

- It is the manner of conducting oneself.
- The response of an individual or group to its environment.

Orientation
Lecture

Values,
Attitude
& Behavior



Leadership & Management

Values, Attitude & Behavior:

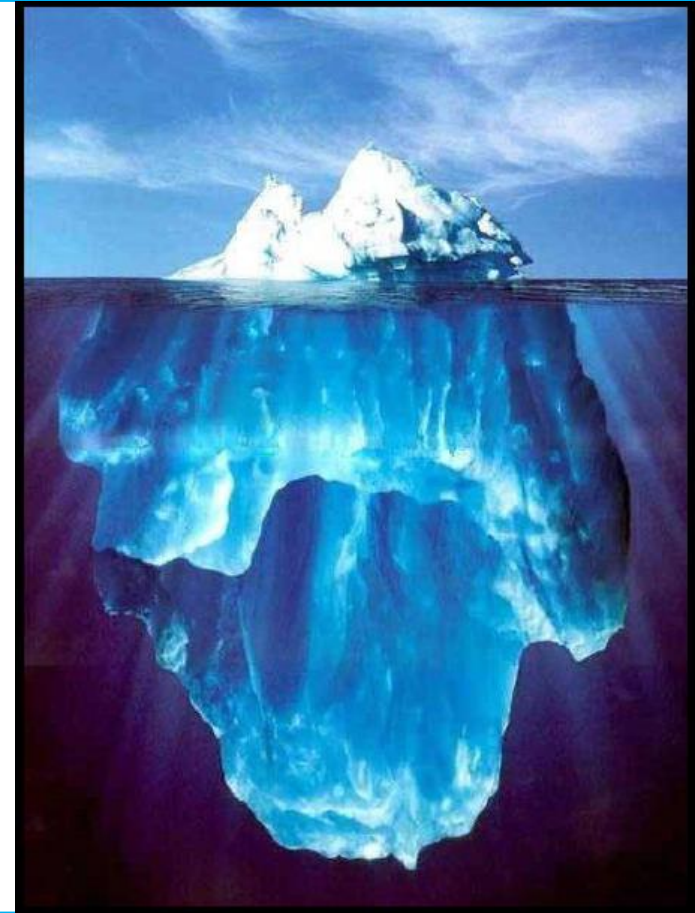
They form the basis of

- who we are?
- how we do things?
- how we see ourselves as individuals,
- how we see others,
- how we interpret the world in general.

Leadership & Management

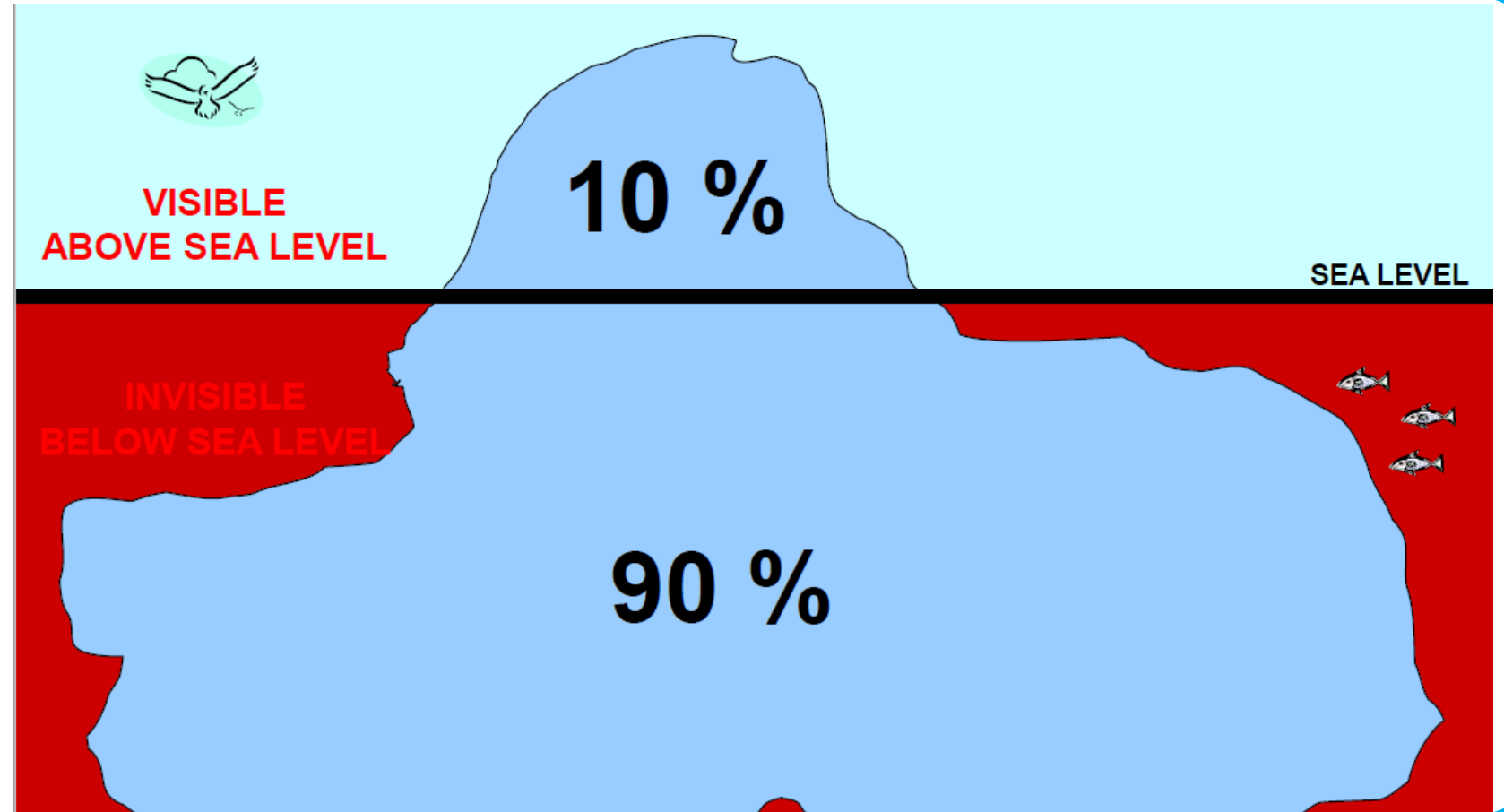
THE ICEBERG:

- ONLY 10% OF ANY ICEBERG IS VISIBLE. THE REMAINING 90% IS BELOW SEA LEVEL.
- The Iceberg phenomena is also applicable on human beings ...



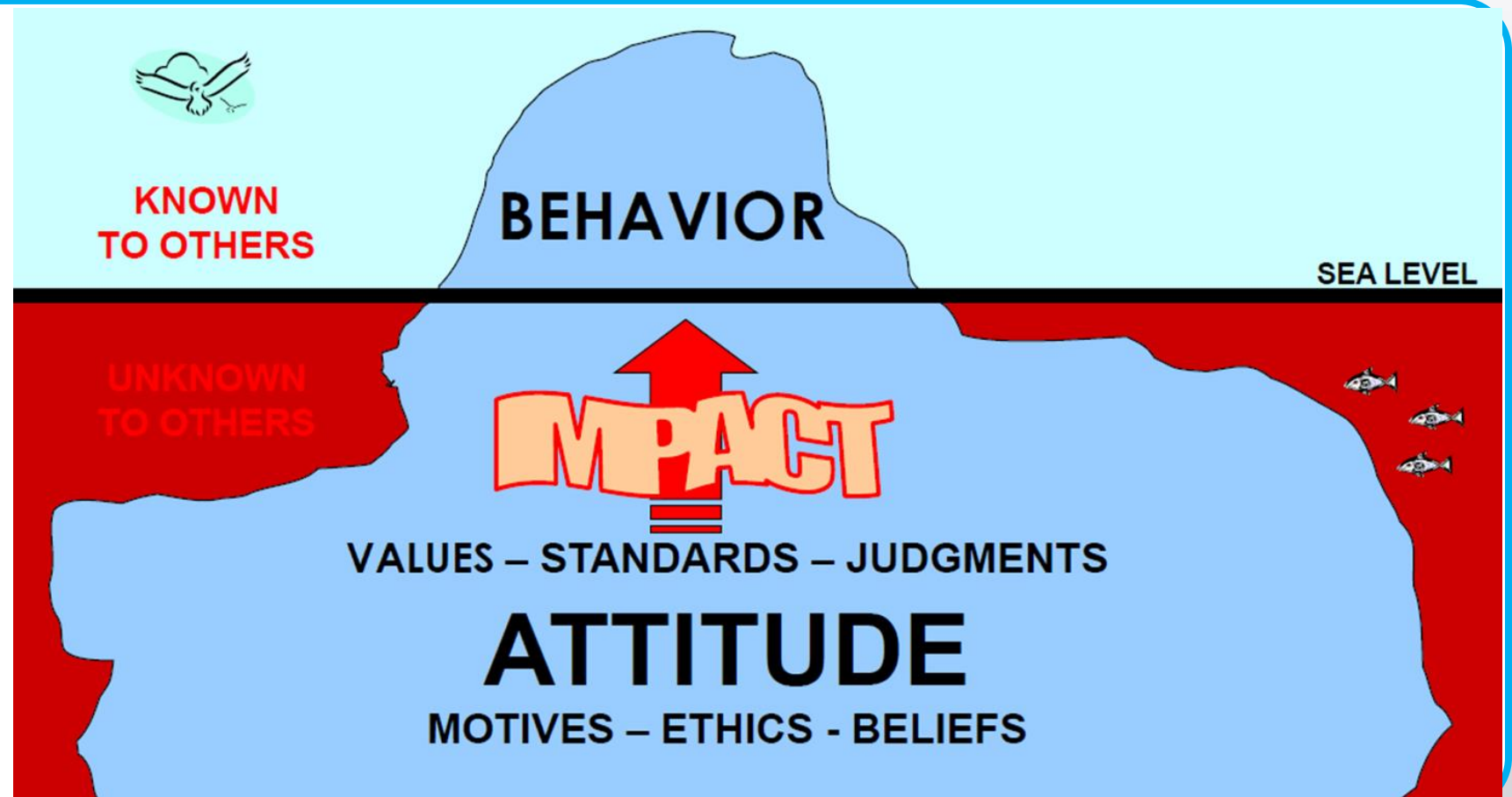
Leadership & Management

THE ICEBERG:



Leadership & Management

THE ICEBERG:



Leadership & Management

Importance of understanding Values, Attitude & Behavior:

- Values are linked to attitudes that a value serves as a way of organizing.
- Then, attitudes are formed by the interaction of situations, experiences, and values. Attitudes are carried into the work environment and directly affects behavior of employee.
- Attitudes are generally positive and negatives views of person, place, thing, or event.

Leadership & Management

Importance of understanding Values, Attitude & Behavior:

- Company managers can improve counterproductive attitudes and gain success in marketplace through proper understanding of how people form attitudes, how those attitudes affect work behavior.

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Lecture

We learned about

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 - Course Topics
- ☐ Self- Assessment (Readiness for the Leadership Role)
- ☐ Introduction to Leadership & Management
- ☐ Managers vs. Leaders
- ☐ Values, Attitude & Behavior

References

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Thank You