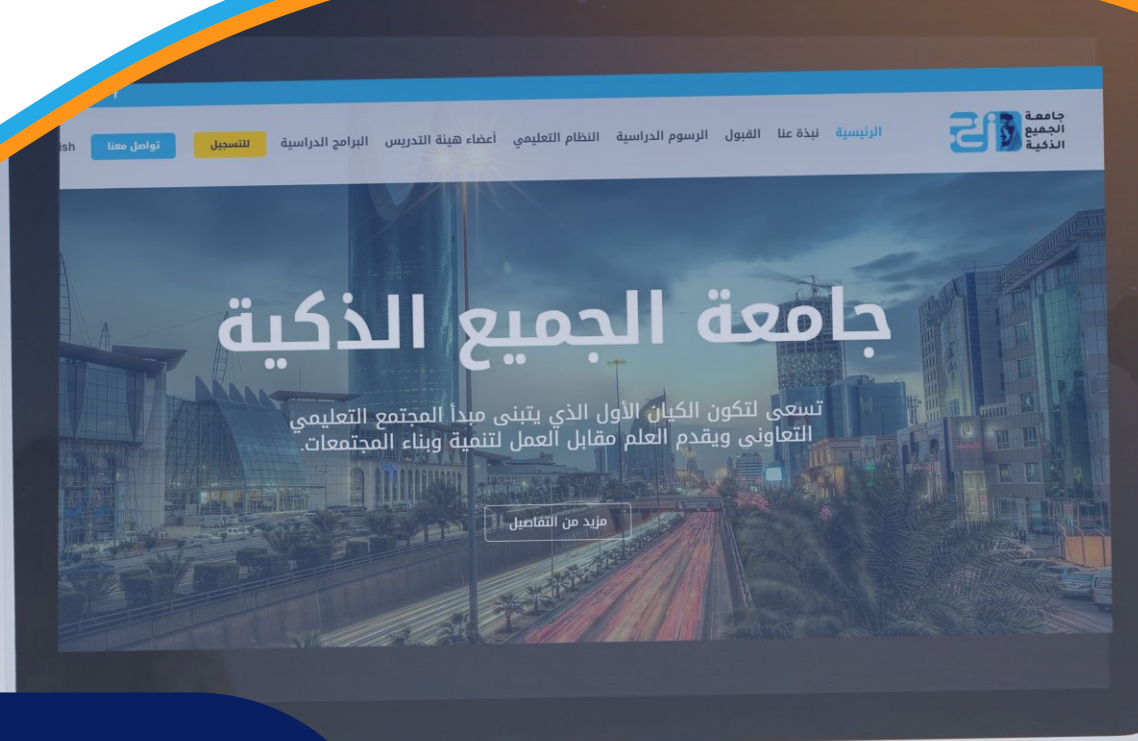




جامعة الجميع الذكية
EVERYONE'S SMART UNIVERSITY



Digital Media Leadership
Prepared by Dr. Doaa Rady
W6 Lecture – Live Session

DGM 726
Master of Digital Media



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EXERCISE

How to Set goals?

- ❑ Give your vision a sharper image. Turn up the focus. Set some long-term and short term goals. That is how you carve a real path to your vision.

For example, if your vision is: "*To create a community where every person can enjoy city parks in safety*," then you might set goals like these:

- ❑ Long-term goals:
 - Create more city parks
 - Reduce crime in city parks

How to Set goals?

- ❑ Short-term goals:
 - Find out where the city parks are, who uses them, and what the crime levels are
 - Establish good working relationships with community police officers and park officials
 - Identify what actions might reduce park-related crime
 - Decide whether it will be preferable to start a new organization or work through existing organizations.

How to Set goals?

❑ Think about the individuals in the group

- As a leader, you need to think about how each individual is affecting the group. Are there individuals whose **talents are not being well used**? Is **someone acting** in a way that **is divisive** or is draining the group of its energy? Is there **a person who needs** some help **learning how to work in a team**?

▪ Think about the group as a whole

- Someone has to think about the group as a whole. Is the **group cohesive**? Do people in the group have a **shared vision**? Is there **trust and** a sense of mutual **support**? Does the **group need some training** to help it function better? Are there some **policies the group needs to strengthen** it?

How to Set goals?

- ❑ Get the work done & Recruit and teach others to become leaders
- Here are **some steps** you can take:
 - Find **people who have leadership potential**. There are people all around you who would love to be invited to lead something.
 - Help **people view themselves as leaders**. You can do this by helping them notice the informal leadership they have already taken in their lives. Are they parents? – that is certainly a leadership position.
 - Help **people identify the reasons** they want to lead.
 - **Listen to people talk about what is important to them and what they wish they could change.**

How to Set goals?

- ❑ Get the work done & Recruit and teach others to become leaders
 - **Assist people to choose leadership goals** that are attainable and that will help them build their confidence. Nothing succeeds like success.
 - **Support people while they work to reach their goals.** Listen to them talk about their successes and their feelings of discouragement; appreciate them and encourage them to keep going.
 - **Support people when they make mistakes.** Everybody needs help when they make mistakes. Help them get on the right track and encourage them to stick with it.
 - **Challenge people to take the next step.**



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W6 Lecture

Leadership Self-Assessment Attitudes Toward Technology



LEADERSHIP SELF-ASSESSMENT EXERCISE

Attitudes Toward Technology

Directions: Indicate your strength of agreement with each of the following statements: strongly disagree, SD; disagree, D; neutral, N; agree, A; strongly agree, SA.

1. Few organizations can succeed without continually moving toward higher forms of technology.

SD	D	N	A	SA
(1)	(2)	(3)	(4)	(5)

2. I regularly use high-technology devices at home, such as a camcorder, CD player, or personal computer.

SD	D	N	A	SA
(1)	(2)	(3)	(4)	(5)

3. When I use a personal computer or camcorder, I make frequent use of the advanced features.

SD	D	N	A	SA
(1)	(2)	(3)	(4)	(5)

4. I enjoy interacting with technical people.

SD	D	N	A	SA
(1)	(2)	(3)	(4)	(5)



LEADERSHIP SELF-ASSESSMENT EXERCISE Attitudes Toward Technology

5. Electronic gadgets in the workplace have contributed very little to productivity.	SD (5)	D (4)	N (3)	A (2)	SA (1)
6. During a downsizing, the first area I would recommend for layoffs would be the research and development group.	SD (5)	D (4)	N (3)	A (3)	SA (1)
7. The contribution of technology to society is overrated.	SD (5)	D (4)	N (3)	A (2)	SA (1)
8. Placed in an executive position, I would keep a computer on my desk and use it regularly.	SD (1)	D (2)	N (3)	A (4)	SA (5)
9. Most of the great business firms of the world are high-tech companies.	SD (1)	D (2)	N (3)	A (4)	SA (5)
10. Most technical people are nerds.	SD (5)	D (4)	N (3)	A (2)	SA (1)

Total score: __

LEADERSHIP SELF-ASSESSMENT EXERCISE

Attitudes Toward Technology

Scoring and interpretation: Find your total score by summing the point values. A score of 40 to 50 suggests very positive attitudes toward technology and technical people. Scores of 20 to 39 suggest a somewhat neutral, detached attitude toward technology and technical people; scores of 10 to 19 suggest negative attitudes.

This quiz is linked to skill development. To lead an organization or subunit toward effective use of technology, you should have favorable attitudes toward technology and technical people. If you scored 19 or lower, you would need to become more interested in advanced technology to inspire others to make good use of it.





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