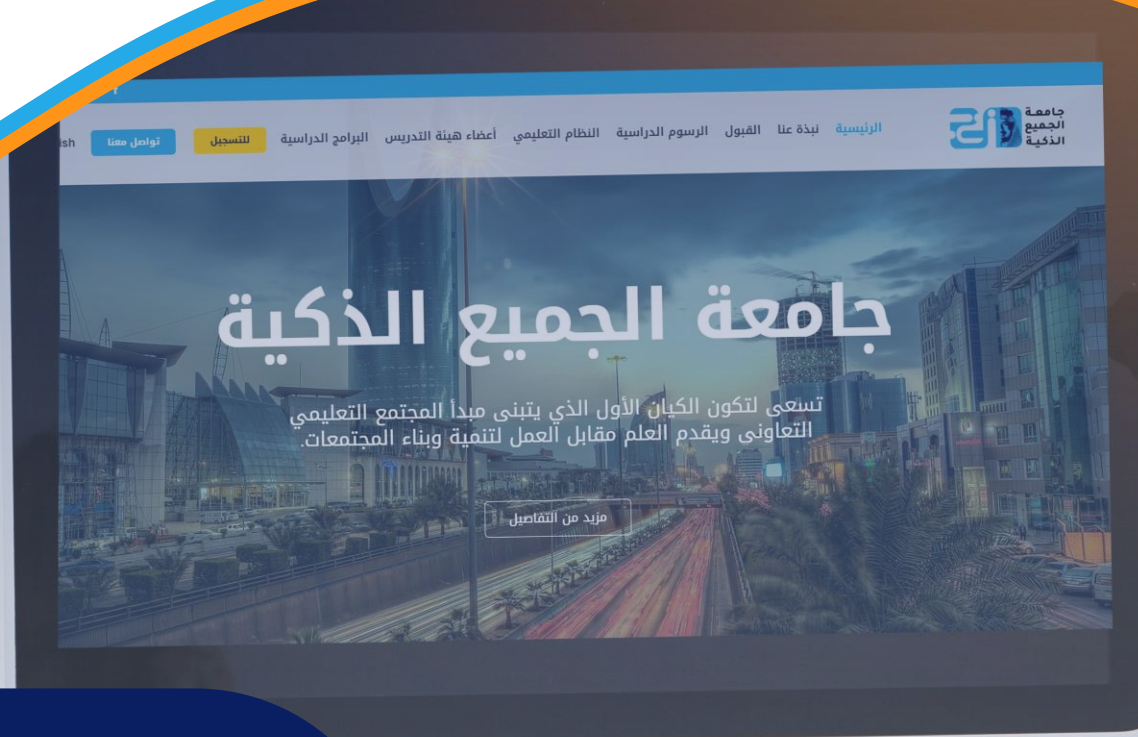




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Digital Media Leadership
Prepared by Dr. Doaa Rady
W4 Lecture – Live Session

DGM 726
Master of Digital Media



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W4 Lecture outline

Today's Lecture we will Know about

- ☐ Types of Leadership
- ☐ Methods of leadership
- ☐ Theories of Leadership
 - ☐ 1. The Great Man Theory
 - ☐ 2. Trait Theories of Leadership
 - ☐ 3. Behavioral Theories of Leadership
 - ☐ 4. Transactional & Transformational Theories
 - ☐ 5. Contingency theory of leadership
 - ☐ 6. Neo-Charismatic Theories
- ☐ New Leaders Take Note & Traps
- ☐ Leading Effectively: The 70-20-10 Rule
- ☐ Self-Assessment Exercise 3
 - Do You Have Charismatic Tendencies?

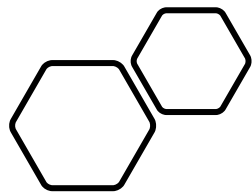


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W4 Lecture Objectives

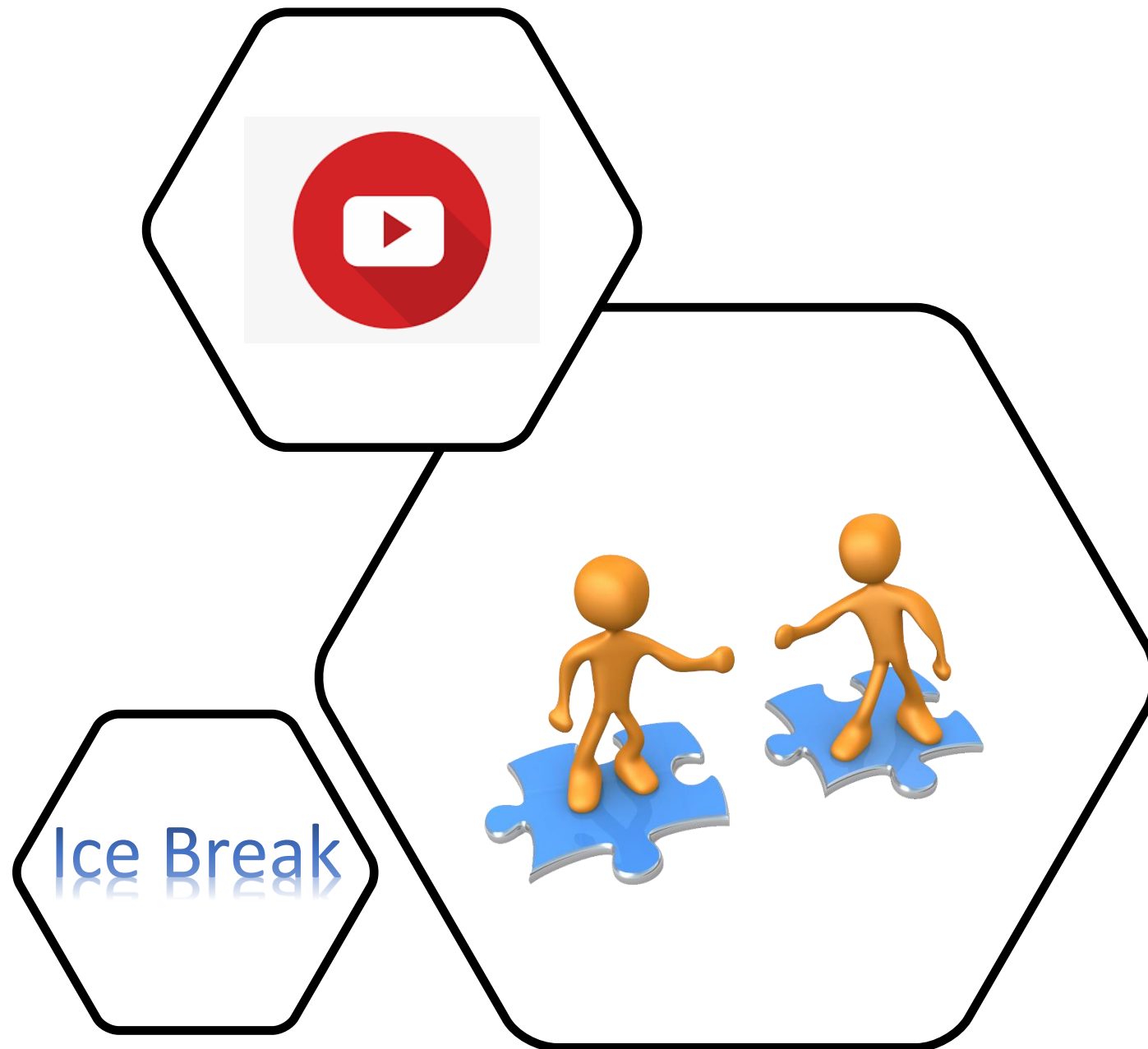
Introduction & Learning Outcomes

- ☐ Learn about the types, methods, and different theories of leadership, understand its results and apply examples.
- ☐ Learn about new leaders' advices and traps, and how they can use some rules to lead effectively.



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W4 Lecture





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W2 Lecture

Leadership Self-Assessment



Leadership Self-Assessment Exercise

The Interpersonal Skills Checklist

- **Instructions:** Below are a number of specific aspects of **behavior** that suggest that a person needs to improve his or her **interpersonal skills** related to **leadership and influence**. Check each statement that is generally true for you.
- You can add to the **reliability** of this exercise by asking one or two other people who know you well to rate you. Then compare your self-analysis with their analysis of you.

Leadership Self-Assessment Exercise

Scale Statements: Developmental Needs and Areas for Improvement

1. I'm too shy and reserved.
2. I bully and intimidate others too frequently.
3. I tell others what they want to hear rather than emphasizing the truth.
4. I have trouble expressing my feelings.
5. I make negative comments about group members too readily.
6. Very few people pay attention to the ideas I contribute during a meeting.



Leadership Self-Assessment Exercise

The Interpersonal Skills

7. My personality isn't colorful enough.
8. People find me boring.
9. I pay too little attention to the meaning behind what team members and coworkers are saying.
10. It is very difficult for me to criticize others.
11. I'm too serious most of the time.
12. I avoid controversy in dealing with others.



Leadership Self-Assessment Exercise

The Interpersonal Skills

- 13. I don't get my point across well.
- 14. It's difficult for me to make small talk with others.
- 15. I boast too much about my accomplishments.
- 16. I strive too much for individual recognition instead of looking to credit the team.
- 17. Self-confidence is my weak point.
- 18. My spoken messages are too bland.

Leadership Self-Assessment Exercise

The Interpersonal Skills

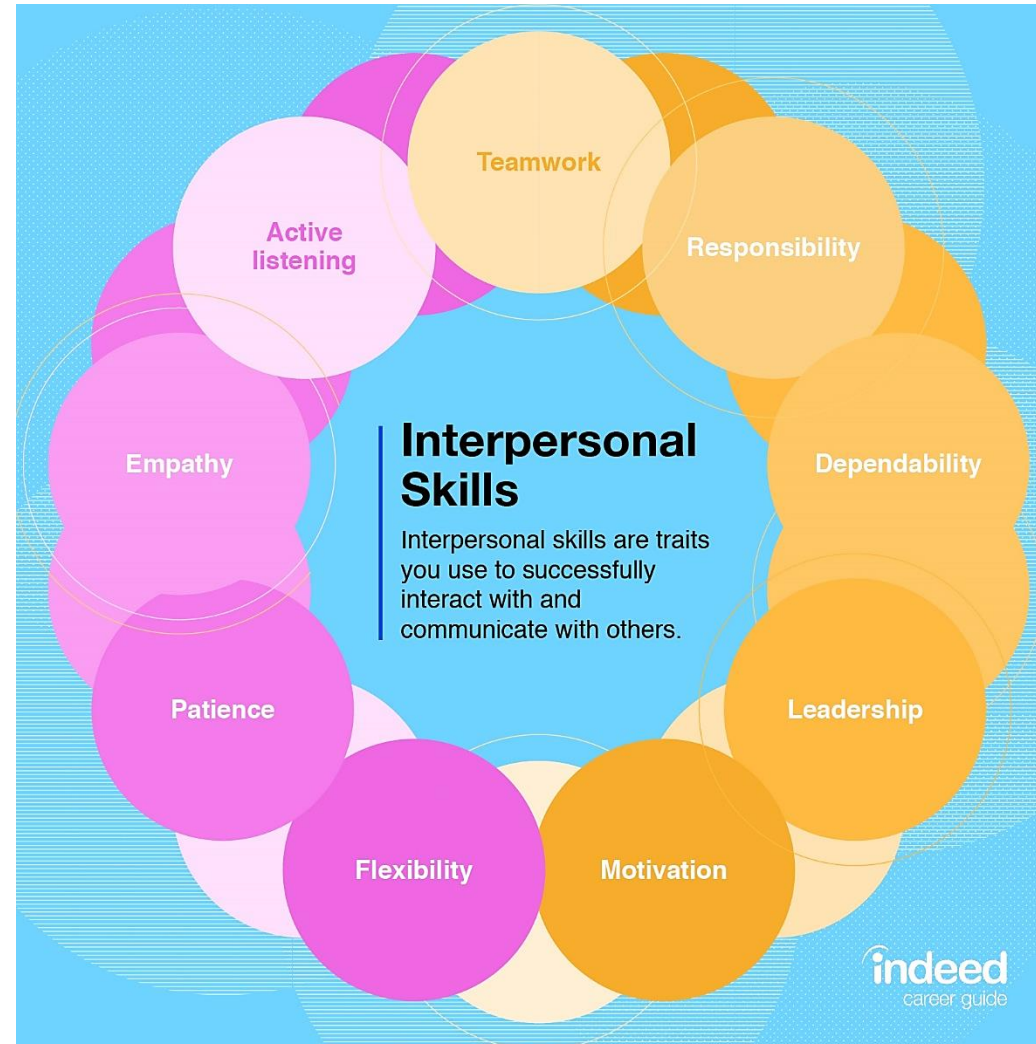
19. My written messages are too bland.

20. I read people poorly.

21.(Fill in your own statement).

Now that you have identified specific behaviors that may require change, draw up an action plan.

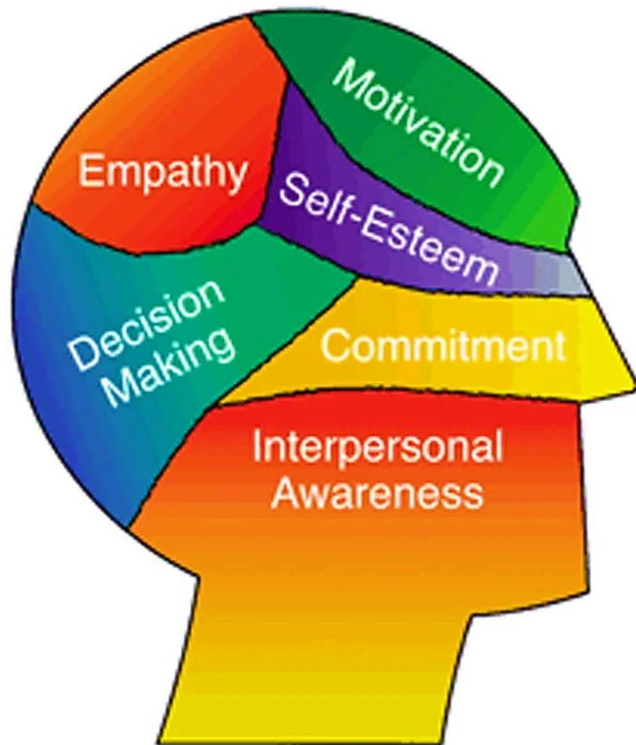
Leadership Self-Assessment Exercise



Leadership Self-Assessment Exercise



Leadership Self-Assessment Exercise



29 TIPS TO IMPROVE INTERPERSONAL SKILLS

- Give a smile
- Listen more than you talk
- Ask open-ended questions
- Use body language effectively
- Be interested rather than interesting
- Get to the point quickly
- Ask questions about the other person
- Let people feel good about themselves
- Highlight others' strengths and successes
- Eliminate distractions and interruptions
- Make eye contact with the person you're talking to
- Don't interrupt people when they're speaking
- Use "I" statements instead of making generalizations about yourself/others
- Know your strengths and weaknesses
- Don't take everything personally
- It's also important not just to listen without saying anything back
- When listening, show empathy
- Emphasize where appropriate.
- Express your thoughts, feelings, and emotions in a healthy way
- Learn to forgive others for their mistakes
- Be engaged
- Establish rapport
- Defer judgment
- Observe others' body language
- Don't make assumptions
- Practice active listening
- Strengthen your memory
- Use other's names when you talk to them
- Avoid offending people by considering their feelings beforehand





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