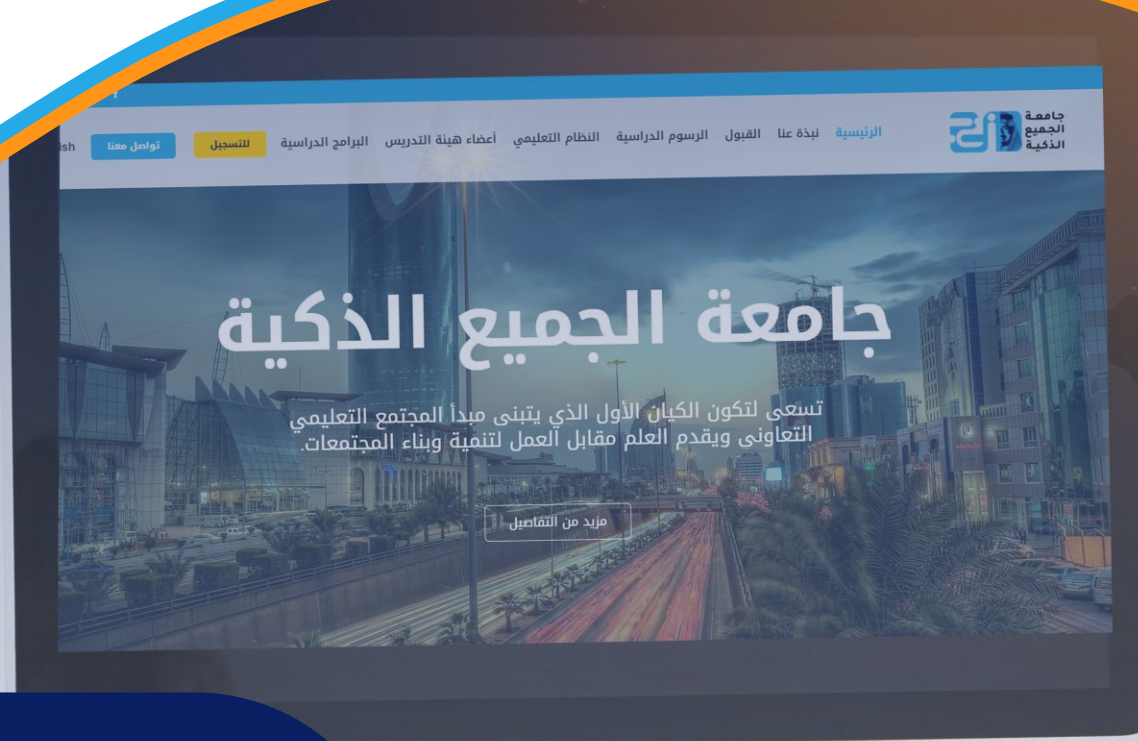




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Digital Media Leadership
Prepared by Dr. Doaa Rady
Intro Lecture

DGM 726
Master of Digital Media

Intro Lecture outline

Know about

- Introduction to the course
- The syllabus (Course Description & Learning Outcomes)
- Self- assessment (**Readiness for the Leadership Role**)
- Introduction about Leadership & Management

Introduction to the course

- 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.

Introduction to the course

- 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.

Course Description

Digital Media 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.

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;

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.

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.

The intended subject-specific learning outcomes

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



The intended subject-specific learning outcomes

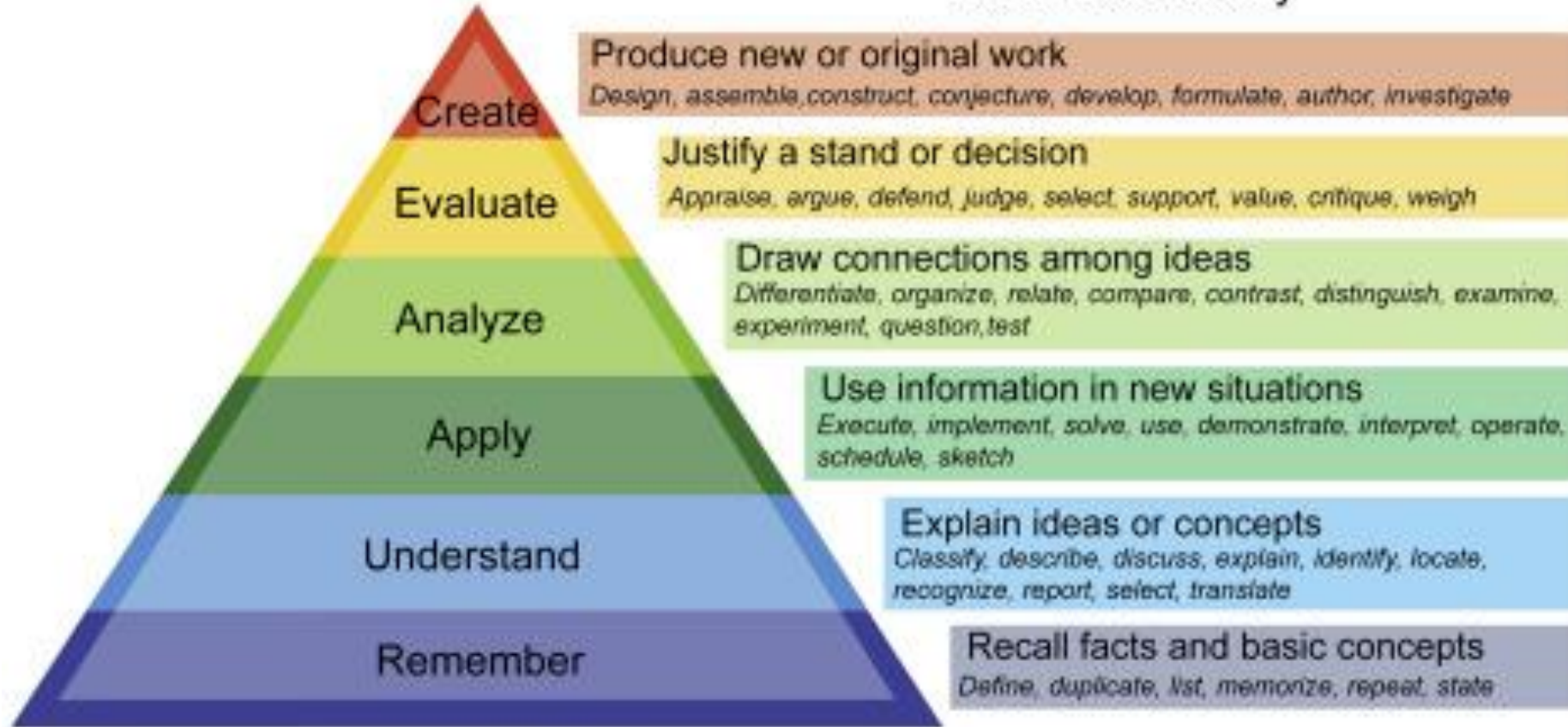
- **Examine** the role of the leader in promoting diversity, equity, inclusion, and access in organizations.
- **Practice** effective communication strategies with different stakeholders in digital media organizations.

The intended subject-specific learning outcomes

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

Learning Outcomes

Bloom's taxonomy



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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.

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.

- 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



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

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

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.

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.

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.

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.



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.



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.

Management

Is getting things done through other people in order to achieve stated organizational objectives.

Leadership

emphasizes on interpersonal behavior in a broader context. Leadership is often associated with the willing & enthusiastic behavior of followers & does not necessarily take place within the hierarchical structure of the organization.

Managers vs. Leaders

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

Leading Managers

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.

Values → Attitude → Behavior

VALUES:

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.

ATTITUDE :

A JUDGMENT about an object, person or event

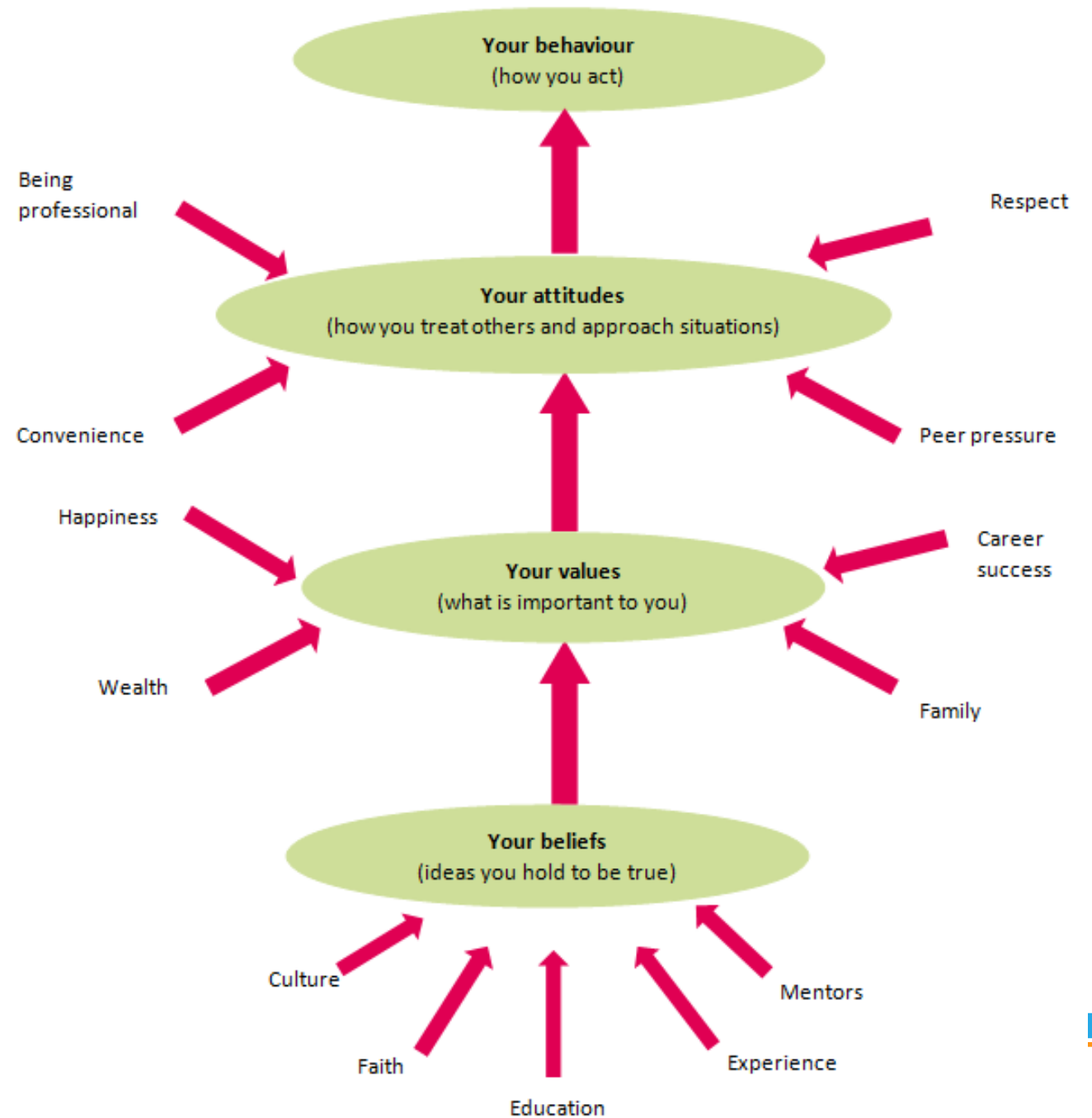
Simply, it is our tendency that reflects a reaction to something or someone positively or negatively

e.g. ATTITUDE towards YOUR JOB.

BEHAVIOR:

is the manner of conducting oneself.

The response of an individual or group to its environment.



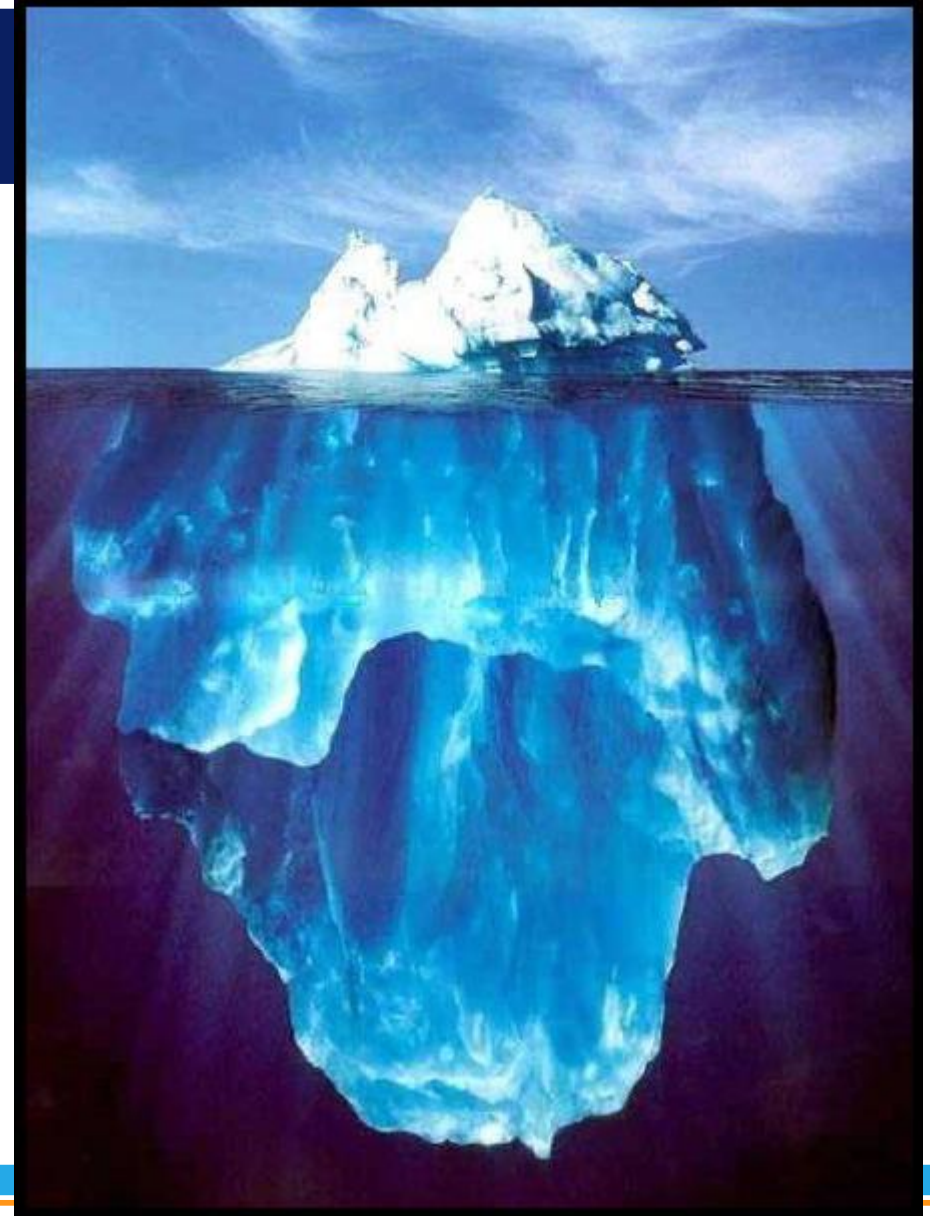
They form the basis of

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

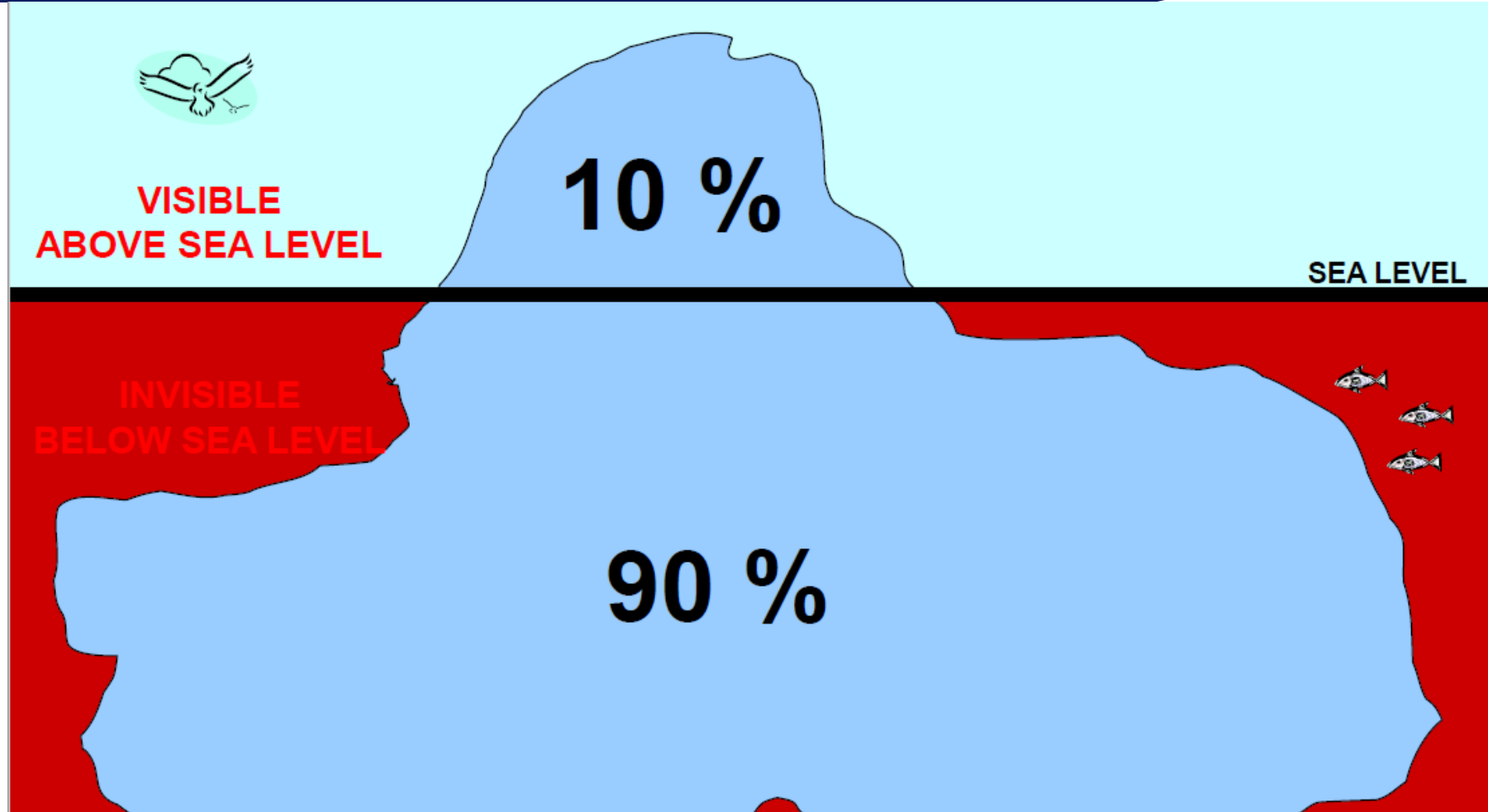
THE ICEBERG

**ONLY 10% OF ANY ICEBERG IS VISIBLE. THE
REMAINING 90% IS BELOW SEA LEVEL.**

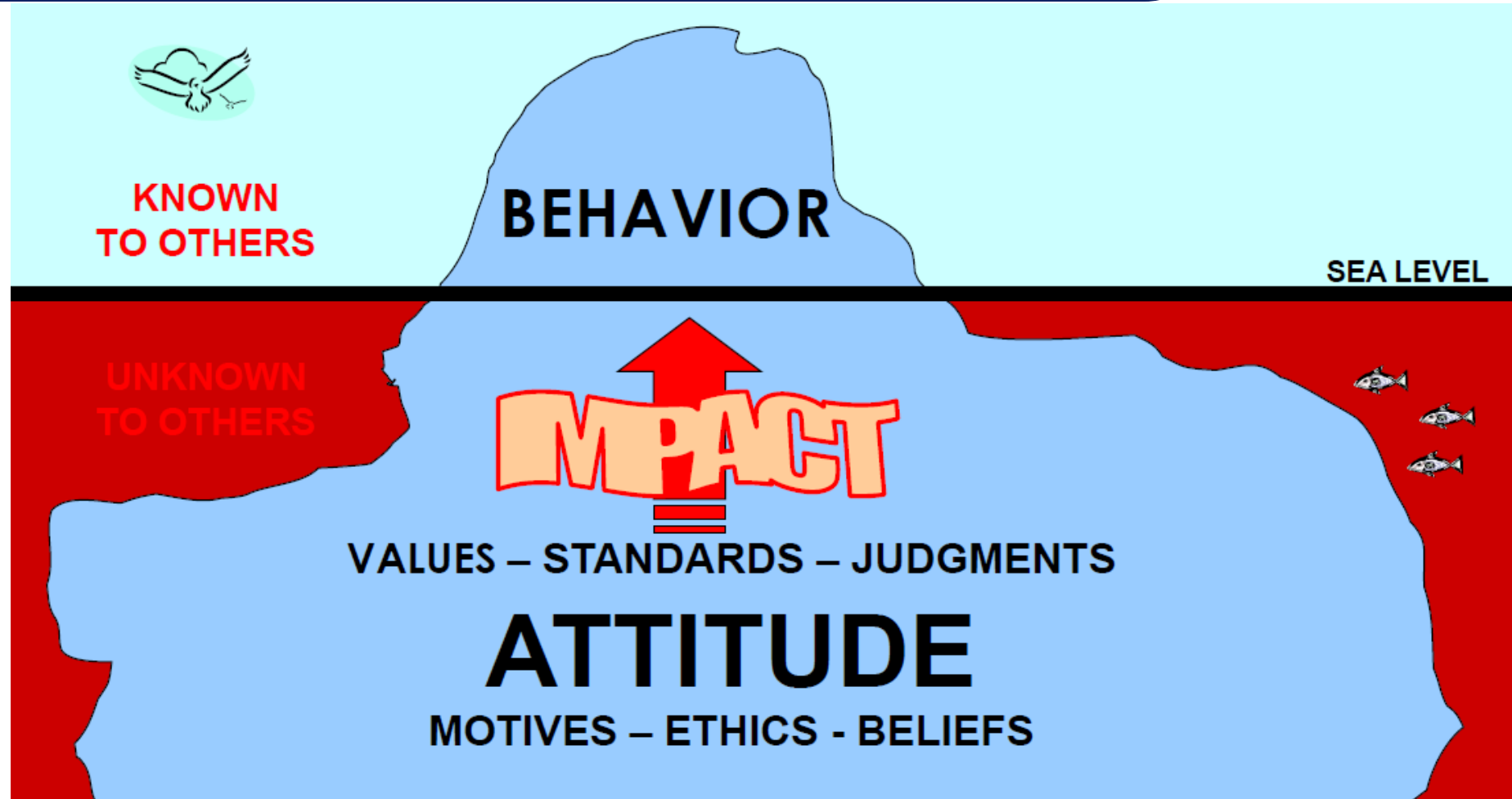
**The Iceberg phenomenon is also applicable
on human beings ...**



THE ICEBERG



THE ICEBERG



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.

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.

We learned about

- Introduction to the course
- The syllabus (Course Description & Learning Outcomes)
- Self- assessment (**Readiness for the Leadership Role**)
- Introduction about Leadership & Management
- Managers vs. Leaders
- Values, Attitude & Behavior

References

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Thank You!