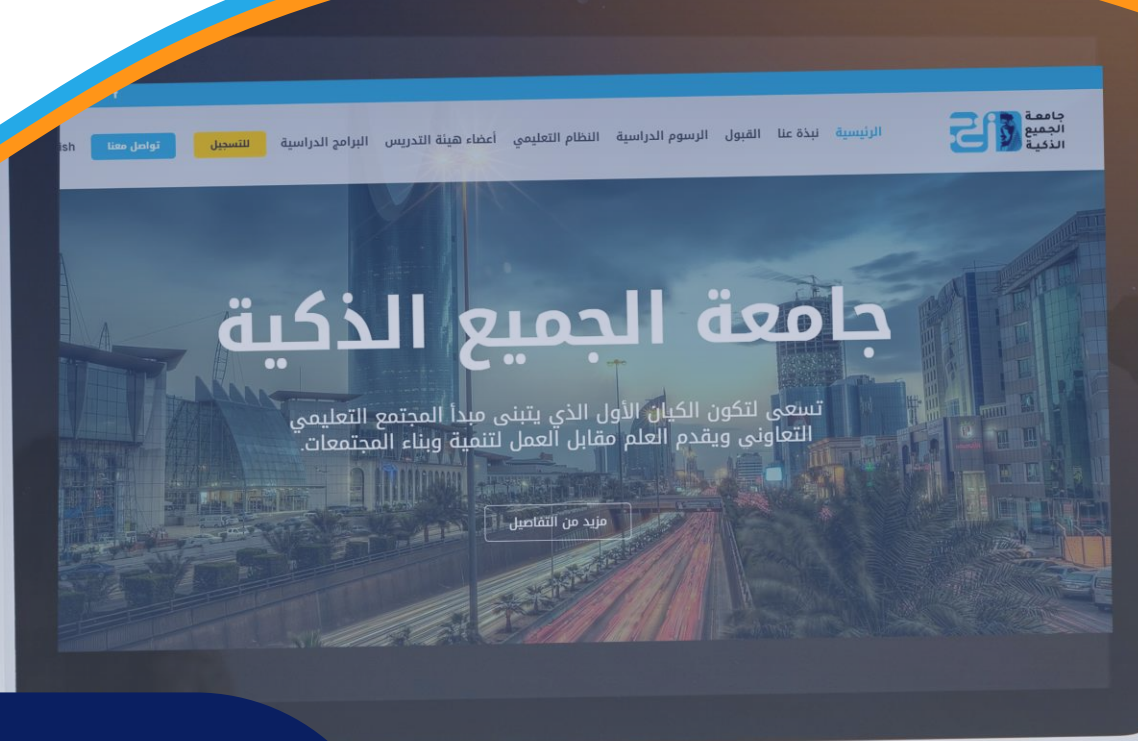




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Digital Media Leadership
Prepared by Dr. Doaa Rady
W5 Lecture – Live Session

DGM 726
Master of Digital Media



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W5 Lecture outline

Today's Lecture we will Know about

☐ Styles of Leadership

1. Autocratic
2. Managerial
3. Democratic
4. Collaborative

☐ How do you determine what is an appropriate style?

☐ How do you choose and develop a leadership style?



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W5 Lecture Objectives

Introduction & Learning Outcomes

Leadership styles refer to the **behavioral approach** employed by leaders to influence, motivate, and direct their followers. A leadership style determines how leaders implement plans and strategies to accomplish given objectives while accounting for stakeholder expectations and the wellbeing and soundness of their team.

- ☐ Learn about the different styles of leadership,
- ☐ Determine which is appropriate for your organization, and
- ☐ Learn how to choose and develop a leadership style.



W4 Lecture
Student Activity

+



Ayat Nmmn
Contribution

**You're
AWESOME!**



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❑ Try these exercises:

- Interview a young person. Ask him or her what they would do to change the world if they could. Ask them what they wish were different.
- Try to remember when you were a teenager. What did you want to change in the world?
- Put aside practical considerations and fears. Brainstorm a list of dreams you would like to see come true.

- ❑ So, how do you take your dream and make it a reality?
 - Start by creating your own personal vision statement.
 - Put your dream into words that communicate to others a picture of what you want to do. Organizations have vision statements; and you, as a leader, can have your own vision statement, too.
 - Martin Luther King, Jr. said, *"I have a dream that my four little children will one day live in a nation where they will not be judged by the color of their skin but by the content of their character."* Now that's a vision statement!
 - Now it's your turn. Write out a few sentences of how you want some part of your world to be. Your vision statement will remind you of where you want to be going.



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EXERCISE

How do you choose and develop a leadership style?

Some questions you might ask yourself to start:

- How great is my need to be in control?
- How willing am I to trust others to do their jobs?
- How patient am I?
- How organized am I?
- How good are my people skills?

How do you choose and develop a leadership style?

Some questions you might ask yourself to start:

- **How great is my need to be in control?**

When you're in a car, are you uncomfortable if you're not driving, assuming the driver is competent?

Would you let someone else order for you in a restaurant?

If you were teaching a class, would it be a lecture?

Is there a right way to do most everything?

If your answers to these questions are yes, no, yes, and yes, you probably have a pretty high need to be in control of things.

How do you choose and develop a leadership style?

Some questions you might ask yourself to start:

- **How willing am I to trust others to do their jobs?**

Are you uncomfortable delegating work, so that you just try to do it yourself?

Do you tell people exactly how to do things, even when they have experience doing them?

Do you think supervisors should spend a lot of their time checking the work of those they supervise?

"Yes" answers to these questions could mean that you don't have much confidence in others.

How do you choose and develop a leadership style?

Some questions you might ask yourself to start:

- **How patient am I?**

If someone is having trouble doing something, **do you** just do it for him?

Do you interrupt with your comments before others are finished speaking?

Do you want the discussion to end because you want to start doing something?

If all these are the case, patience may not be your greatest virtue.

How do you choose and develop a leadership style?

Some questions you might ask yourself to start:

- **How organized am I?**

Can you almost always find whatever you need without having to search for it?

Is your desk clean?

Are your files alphabetized and orderly? Are your books alphabetized?

Do you have a place for nearly everything?

Is your appointment book readable by anyone but you?

Are you always on time, and hardly ever miss appointments?

How do you choose and develop a leadership style?

Some questions you might ask yourself to start:

- **How good are my people skills?**

Are you comfortable with other people?

Do people seem to be comfortable with you?

When you're with others, do you spend most of your time talking?

Listening? About even?

Do people seek you out for help or advice?

Do you consider yourself a good judge of people, and has that been borne out by your experience?

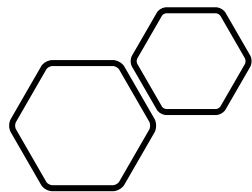
Do you try to consider others' needs and feelings in any decision?



How do you choose and develop a leadership style?

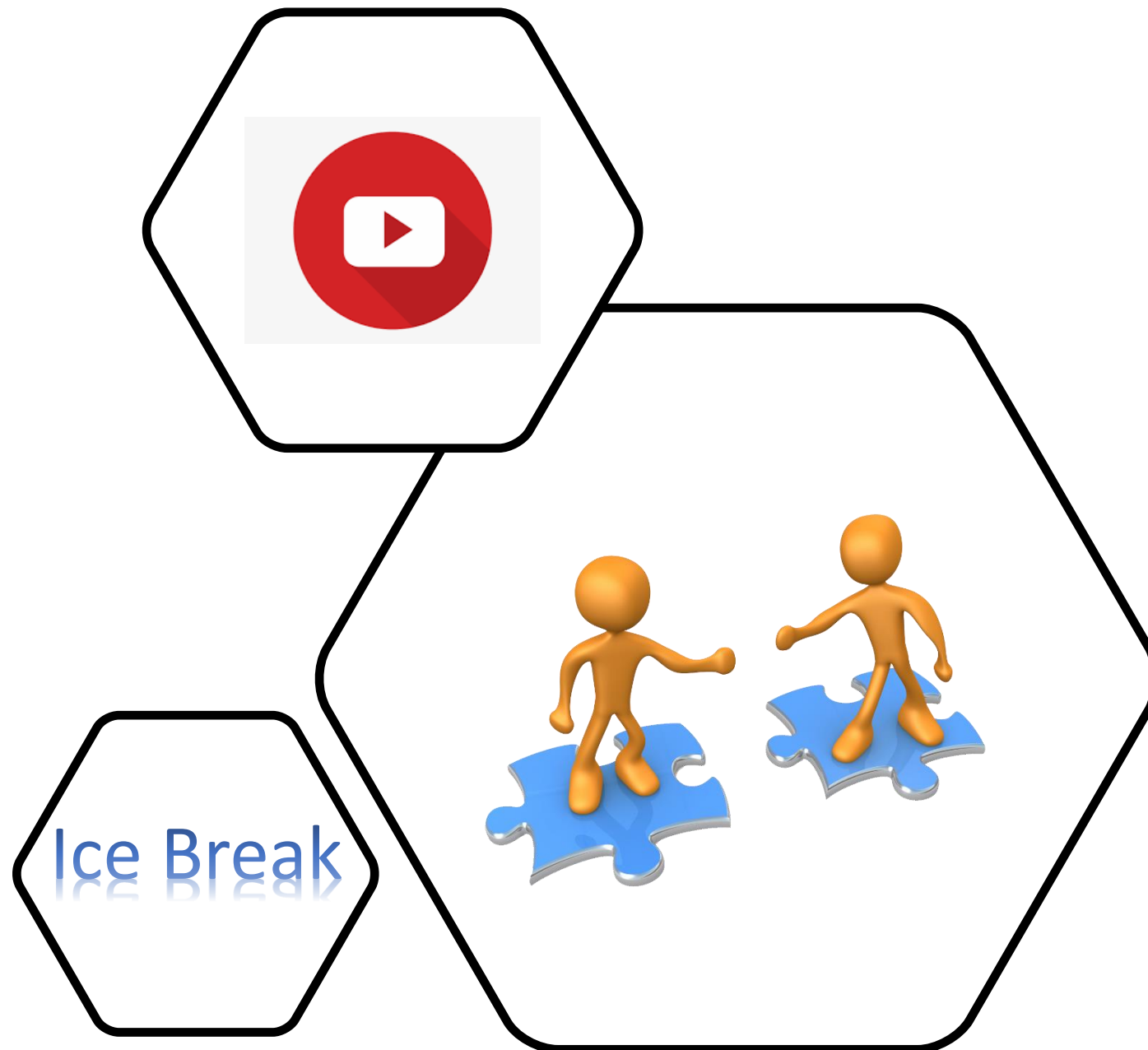
These few questions are obviously just a beginning, but they should help you think about some important leadership issues.

- If you have a high need for control, for instance, it doesn't mean you can't be a collaborative leader, but it does mean that you'll have to learn some new behavior, and perhaps a whole new way of looking at things.
- If you're not well-organized, it doesn't mean you can't be a good manager, but you'll have to find strategies to keep you on top of everything.



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W4 Lecture





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W5 Lecture





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