

Digital Leadership

Prepared by: Dr. Doaa Rady

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.

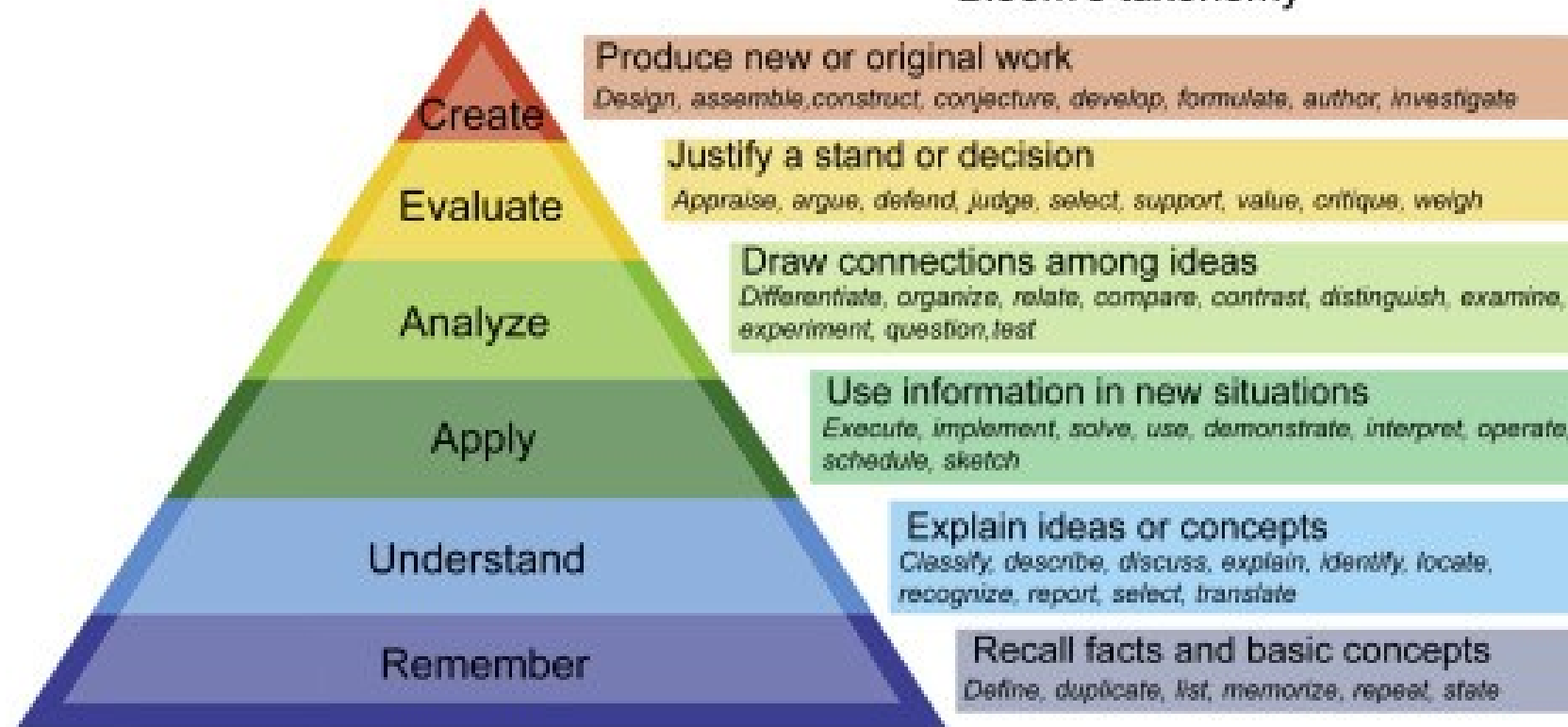
Syllabus: Learning Outcomes

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

Bloom's taxonomy



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.**

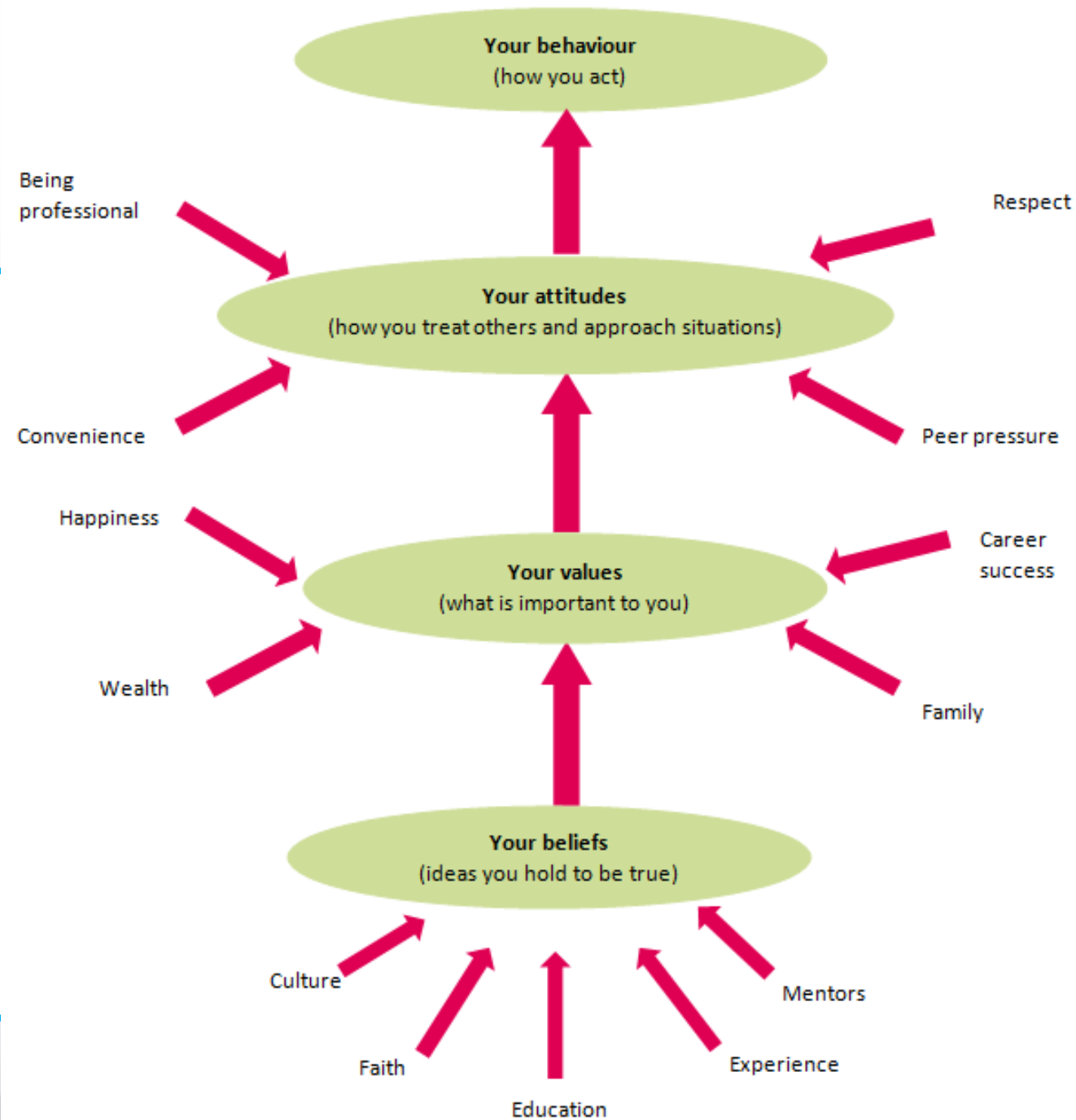
Leadership & Management

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:

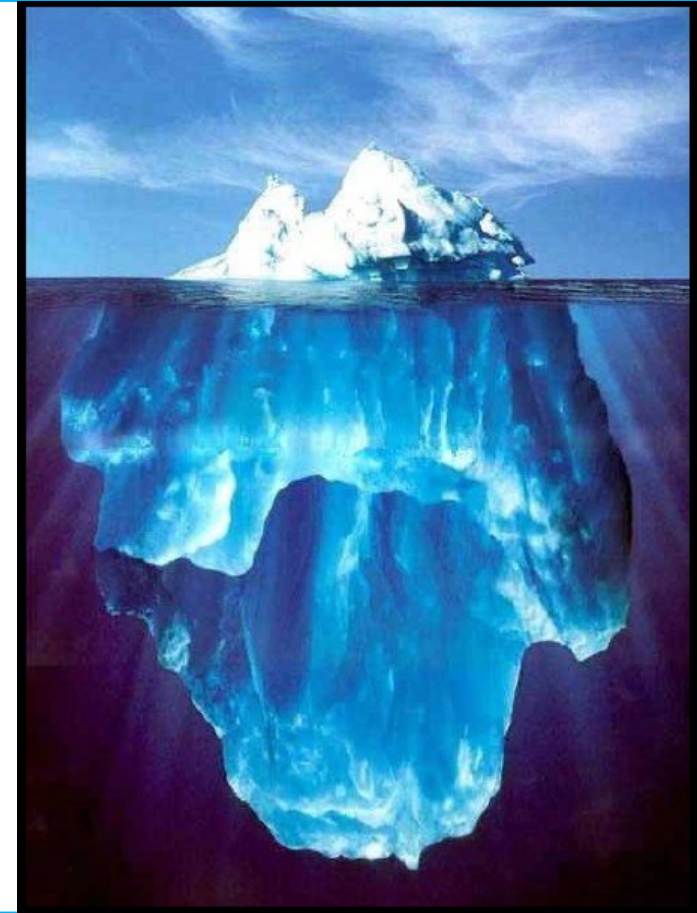
They form the basis of

- 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

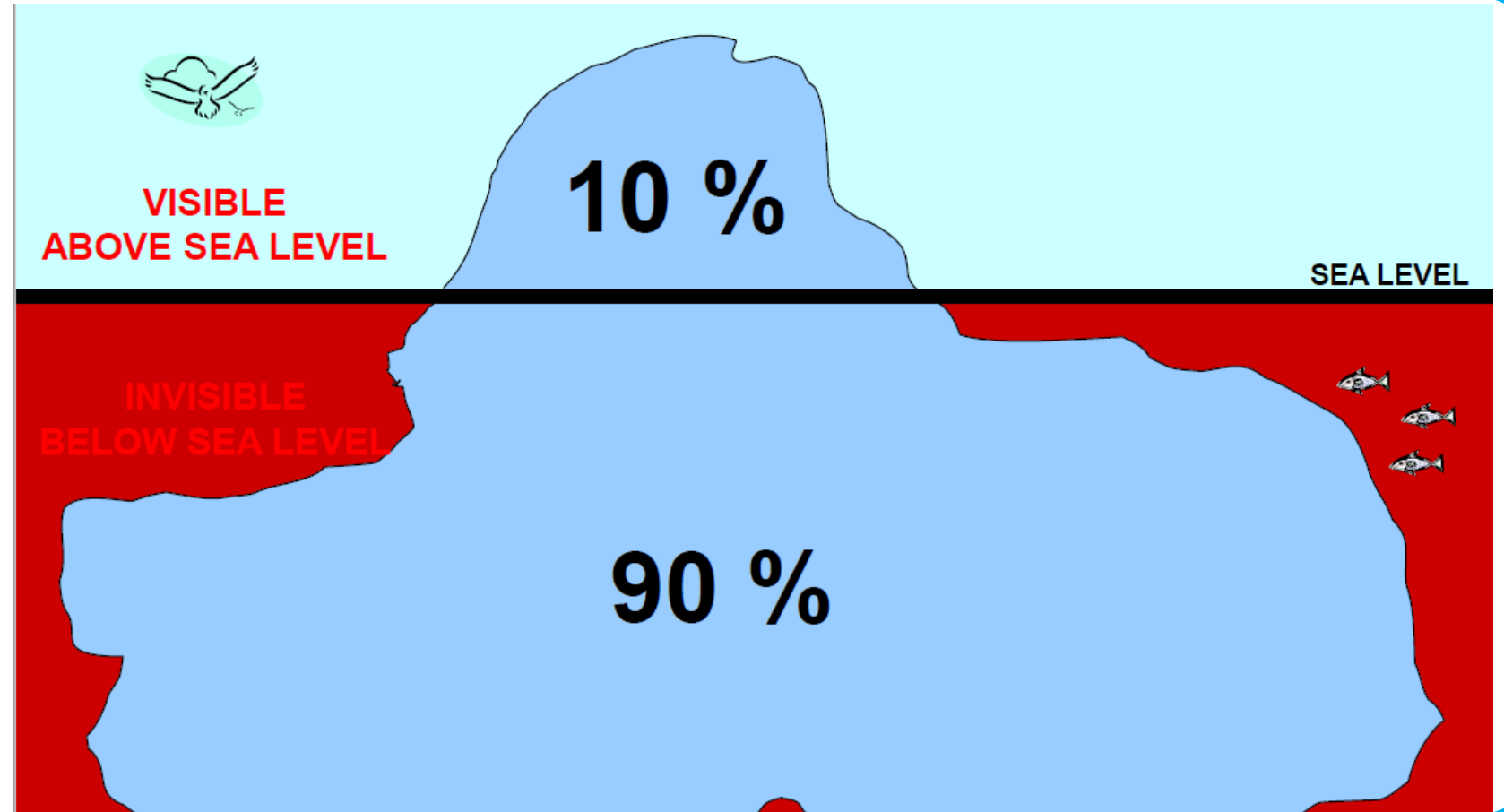
THE ICEBERG:

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



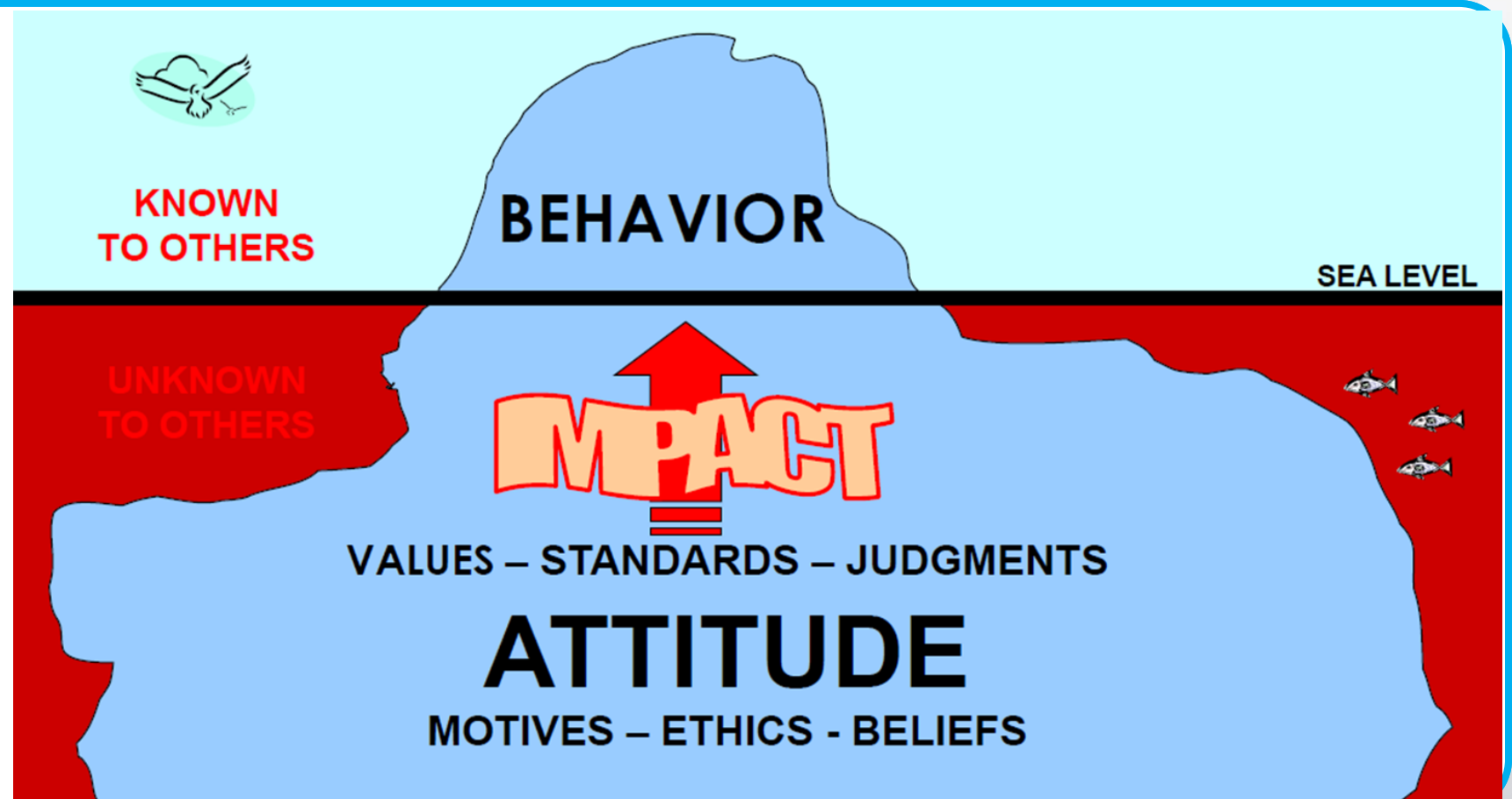
Leadership & Management

THE ICEBERG:

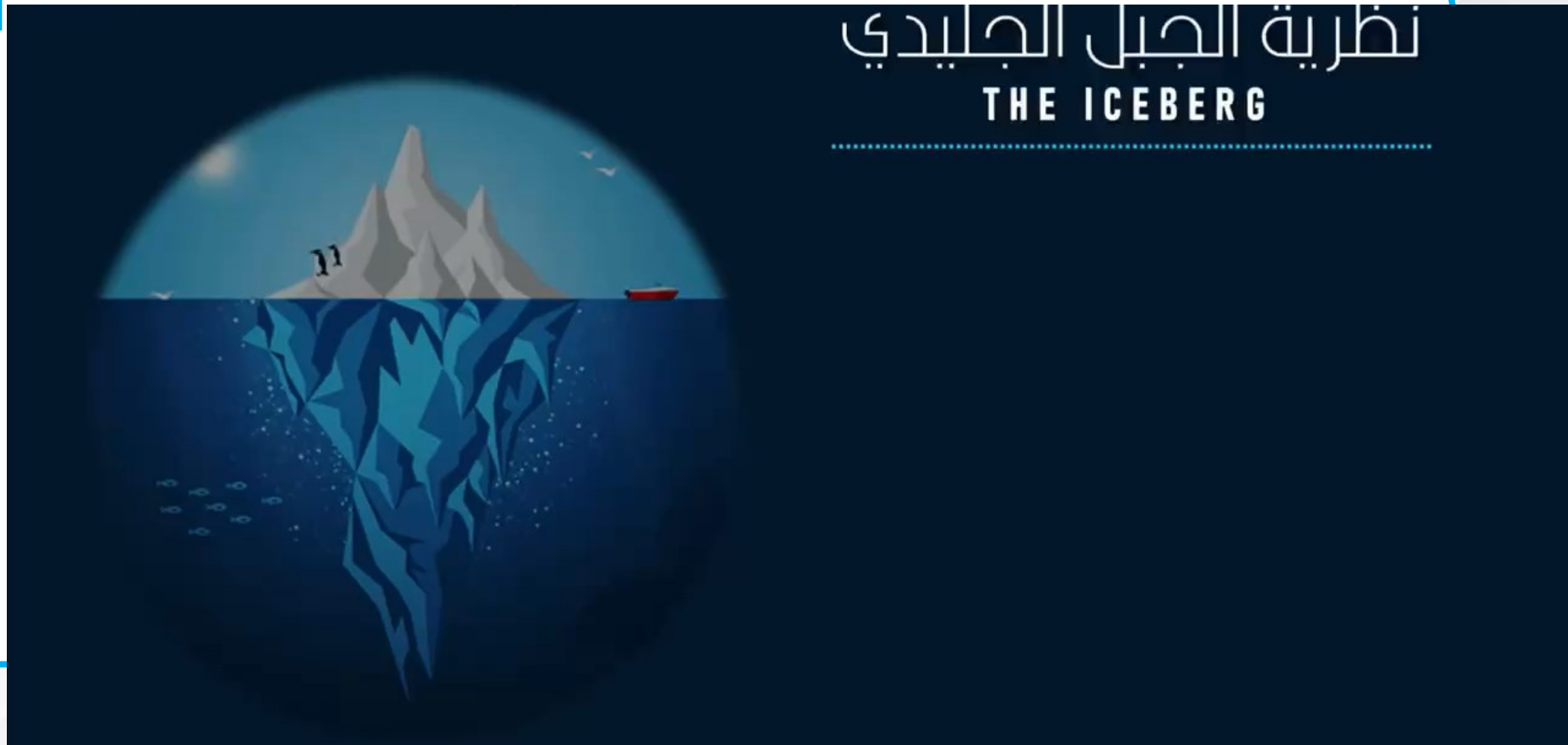


Leadership & Management

THE ICEBERG:



Leadership & Management



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.

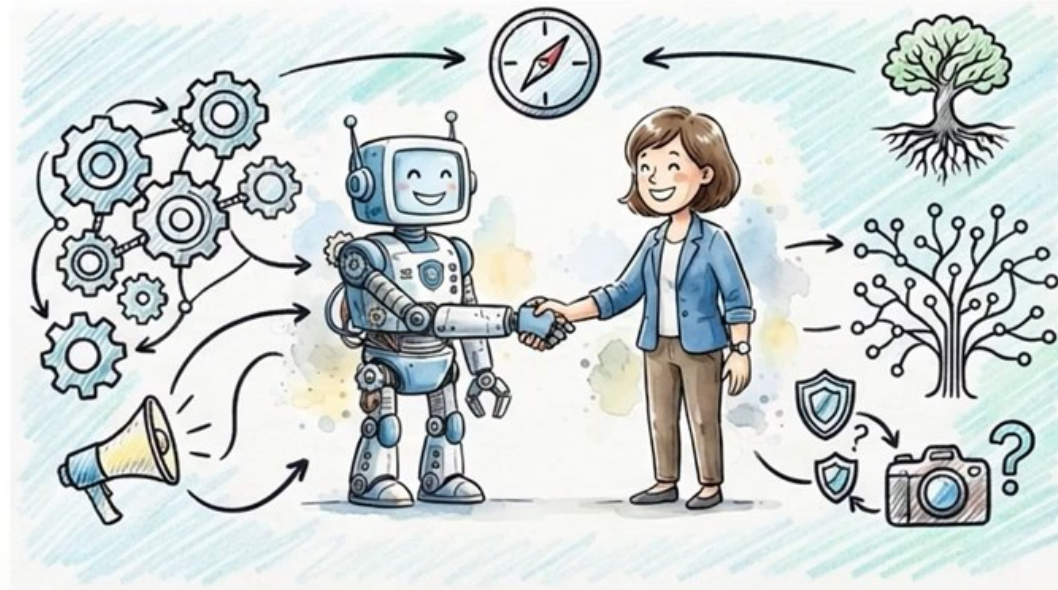
Orientation
Lecture

Sustainability and Leadership



Video by AI

AI, Trust & Leadership



Orientation
Lecture

We learned about

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

Orientation
Lecture

References

- Bli-Group-Wp. (2011). Leadership Course material. Amideast Egypt. Business Intelligence, Training & Consulting, <http://bli-group.com/>
- Guith, J. (2021, February 7). The best of both worlds: Blending management and leadership skill sets. LinkedIn. Retrieved January 20, 2023, from <https://www.linkedin.com/pulse/best-both-worlds-blending-management-leadership-skill-joe-guith>
- Merriam-Webster. (n.d.). Behavior definition & meaning. Merriam-Webster. Retrieved January 20, 2023, from <https://www.merriam-webster.com/dictionary/behavior>
- OECD. (2019). Attitudes and values for 2030 - Organisation for Economic Co-operation and development. OECD. Retrieved January 20, 2023, from <https://www.oecd.org/education/2030-project/teaching-and-learning/learning/attitudes-and-values/>
- *The individual processes: Values and attitude (organisational behaviour and design)*. The Individual Processes, Values and Attitude. (n.d.). Retrieved January 22, 2023, from <https://www.civilserviceindia.com/subject/Management/notes/the-individual-processes-values-and-attitude.html>



Thank You