



- + . - o **DIGITAL AND REMOTE LEADERSHIP**

Facilitated by Val Cortes
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What **big question**
do you have about
digital and remote
leadership?

What do you
expect to get from
and give to during
this session?



What is your
metaphor
for
leadership?

How do you
show up as a
leader?



Definitions of Digital Leadership

Authors	Year	Definition
El Sawy	2016	Doing the right things for the strategic success of digitalization for the enterprise and its business ecosystem
Larjovuori et al.	2016	The leader's ability to create a clear and meaningful vision for the digitalization process and the capability to execute strategies to actualize it
Kai-Uwe Bron and von Wangenheim	2019	Leadership provides the transformational energy for firms to be DIGITAL and, as a consequence, successful with artificial intelligence.
Zeike et al.	2019	Digitally successful companies have built strong leadership capabilities to envision and drive transformation. In this context, leadership capabilities are the ways in which managers are driving change.

(Franco, 2020, p. 4)

Communication

How can you use current media to tell your story, listen to your community/clients, and/or communicate internally?

1. Company instagram - highlights org activities - public view
2. facebook, closed groups for families
3. 1 minute story - to tell what your org is doing
4. tik tok videos
5. cooking videos, led zumba using zoom live video vs static
6. interviews

higher level

1. news videos, interviews
2. polls / surveys
3. facebook, instagram, social media
4. connecting past media experience to current communication
5. news letters
6. Letters
7. email
8. picture sharing or collaborative videos - slide show
9. GIFs stimulates emotion
10. story telling
11. Quote board

normalizing
failure

epics fails
for the
week

Engagement and trust

How will you develop trust within your organization? What does it take for your organization to engage effectively with digital tech?

To do - Trust

- distribute info, communicate
- policies
- get everyones perspective
- multiple channels of communication

To do - engagement

- give input and have a feedback mechanism
- user guides
- allowing room for error

Money. Getting trust is difficult if you are unknown and not typically engaging with customers online. Had to learn lots of new digital tech and attending a variety of training/webinars.

Assessing right platforms so as not to overwhelm staff/customers. Technology world is creating bigger problems for us.

Re-envisioning spaces

What can you do to transform spaces and environments to align them with today's world?

Acquiring the appropriate tools, camera, keyboard, chair, a second monitor, etc.

Using adjunct apps to "knock on the colleagues door". so to speak.

Agreement on best platform for file management.

Agreements with proximate people who are not "at work".

Provide the virtual connection technology - camera, microphone that pickup the speaker and mutes the others.

Limited numbers of people in a connected space. Live people can connect with remote people.

Storage space on line for docs etc. Using Sharespace for access from multi places

Using out door spaces differently. Actual rooms to provide camera and mic linked, without background noise.

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Opportunity & learning

What will you do to consistently seek out ways to leverage technology to improve your work? What tools do you use?

Boys n Girls Club - Child care and early learning

Zoom for meetings on-line camps with one on one on-line mindcraft program - Ladysmith to Comox Valley found that has worked really well. Missing connection. Google Docs, Social Media channels, Have expanded audience advantage of on-line.

Start Up company - online sales- coming across many technologies - Quickbooks, shopify, must learn Hubspot (helping startups get off the ground) My momentum - app for fitness.

Social Media channels.

DIG - Digital Innovation Group - Six arts council on Vancouver and Gulf Islands - technology for on-line classes, website, red door, website, on-line giftshops, performances, artists talks, DATA is so important to know your audience. Does your audience engage?

Well-being

How will you promote a culture of well-being?

- **Digitally**
 - **Check ins** - how are you?, how are things going with you?
 - provide supports/ tools based on these check ins
 - using the tools in virtual world - polls, reactions
 - **Breakout rooms** - smaller group conversations
 - **Asking basic questions that typically get missed** - what do you need? What is missing
 - **Prompt engagement through using online tools**
 - **Don't assume a standard of health and mental wellness**
 - **Know the technology levels of all participating**
 - **Staff training on how to use communication technology** - step by step guides for those who are being served by the technology
 - **Have fun with the use of technology** - virtual fatigue is real
 - **Prompting a culture of "you are not alone"**

Weekly check in, to find out what is happening for people, not just in work life, but the larger picture of life.

Psychosocial touch base - a safe place where we can express our emotions.

We have monthly Heart to Heart conversations on Zoom.

How can we ensure people are supported where ever they are physically or emotionally.

Deterrents to well-being include working in silos and developing isolation. Leads to thoughts and feelings that are more negative and suspicious without a means for checking it out.

Resources

Encouraging the Heart. Kouzes and Posner

<https://www.teachthought.com/the-future-of-learning/7-pillars-digital-leadership-education/#:~:text=Digital%20leadership%20requires%20a%20shift,as%20keys%20to%20sustainable%20change.>

<https://sloanreview.mit.edu/article/five-rules-for-leading-in-a-digital-world/>

Virtual not distant

Digital Leadership: A New Leadership Style for the 21st Century

edited by Mario Franco

Thinking Remote: Inspiration for Leaders of Distributed Teams

By Pilar Orti , Maya Middlemiss