

Digital Leadership

Analogue Leaders



Hero or Drunk



Reformer or Destroyer



Tyrant or Visionary



Humanitarian or Imperialist

Digital Leaders



Has Digital Technology
changed the nature of
Leadership?

What is the Algorithm for Leadership?

Who is going to write it?

How are we going to control it?

Leadership

Learning from Experience (1)

*'The Truth will be known only
when the last witness is dead'*





An exercise in Values

- 1) Situation – ‘Lift Your Game!’
- 2) Summons – ‘Get here by 10 o’clock’
- 1) Briefing – ‘I’m going to be honest with you’
- 2) Phone Call – “WTF have you done (1)’
- 3) Chaplain – “WTF have you done (2)’
- 4) Mass Meeting – ‘WTF happened there?’”
- 5) The Future – ‘She’ll be Right’

Values Algorithm?

- Do the Right Thing
- Give People a Chance
- Don't Pretend
- Other People's Shoes
- Know Yourself

Leadership has nothing to do with

- **Management,**
- **Titles,**
- **Seniority**
- **Position in the hierarchy**

Leadership is a process of social influence which

- **Maximises the efforts of others,**
- **Creates team work**
- **Gets things done**
- **Achieves a common goal**

“The only definition of a leader is someone who has followers.

Peter Drucker

“The job of a leader is to create more leaders”

Tom Peters

“Leadership is a function of knowing yourself, having a vision that is well communicated, building trust among colleagues and taking effective action to realise your own potential

Warren Bennis

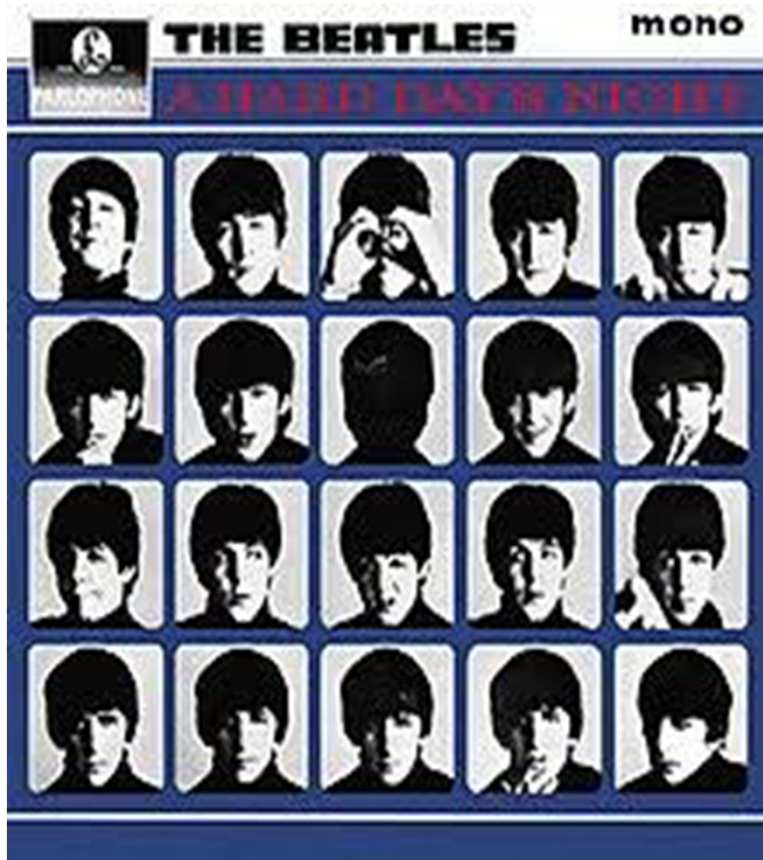
Leadership

Learning from Experience (2)

*'The Truth will be known only
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A HARD DAYS NIGHT

An Exercise in Power



Paul	- Minister for Health
John	- Dept of Health
George	- Policy
Pete Best	- Delivery

- With a Little Help from My Friends
- Please Please Me
- Long and Winding Road
- The Magical Mystery Tour
- I'll Follow the Sun

The Language of Power

- *That's what Tony wants*
- *What I say doesn't matter any more*
- *I want meat eaters not herbivores*
- *Get the best lawyers on board before the enemy does*
- *Christmas will be cancelled*
- *Shoot the huskies*
- *This is madness, a big con trick, it just won't work*
- *'Toast him'*
- *I'm going to run this programme so hard people will go off sick with mental health problems*

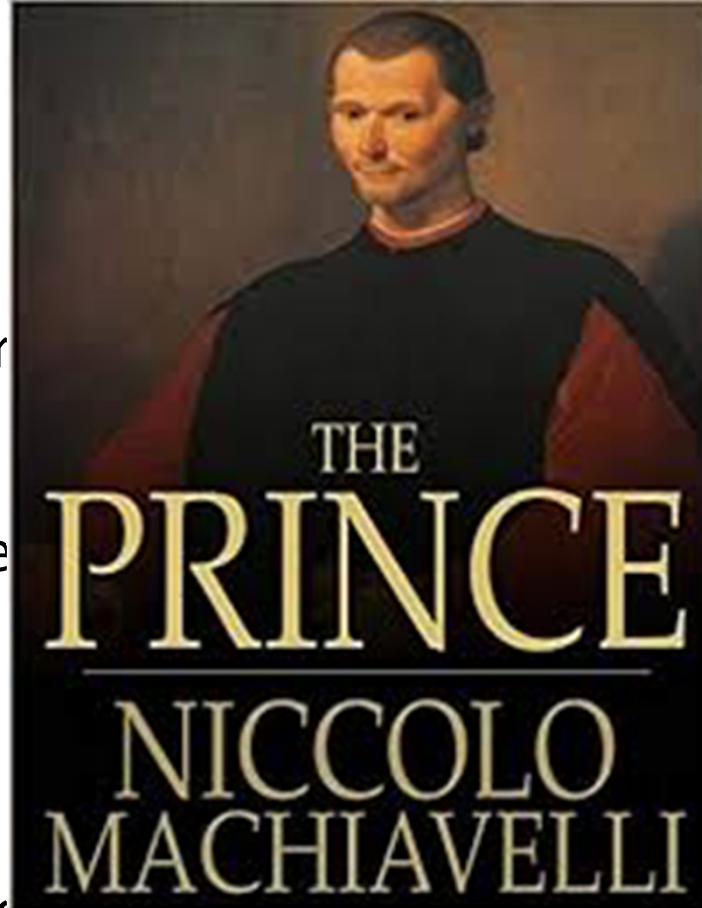
Power Algorithm?

- “Everyone sees what you seem to be, few know what you really are; and those few do not count against the general opinion.”

- “Men must either be feared or loved.”

- “Since love and fear cannot be together; if we must choose between them, it is better to be feared than loved.”

- “If an injury has to be done to a man it should be so severe that his vengeance need not be feared.”



“The secret of successful leadership is

Sincerity

- and once you can fake that, then you've got it
made!”

- *Groucho Marx (adapted)*

What is the Algorithm for Digital Leadership?

Discuss

