



DIGITAL LEADERSHIP BEING BRANDING U

ASSOCIATE PROFESSOR GWYNETH HOWELL



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LEADERSHIP IS CHANGING

- *“The illiterate of the 21st century will not be those who cannot read and write, but those who cannot learn, unlearn, and relearn.” -Alvin Toffler*

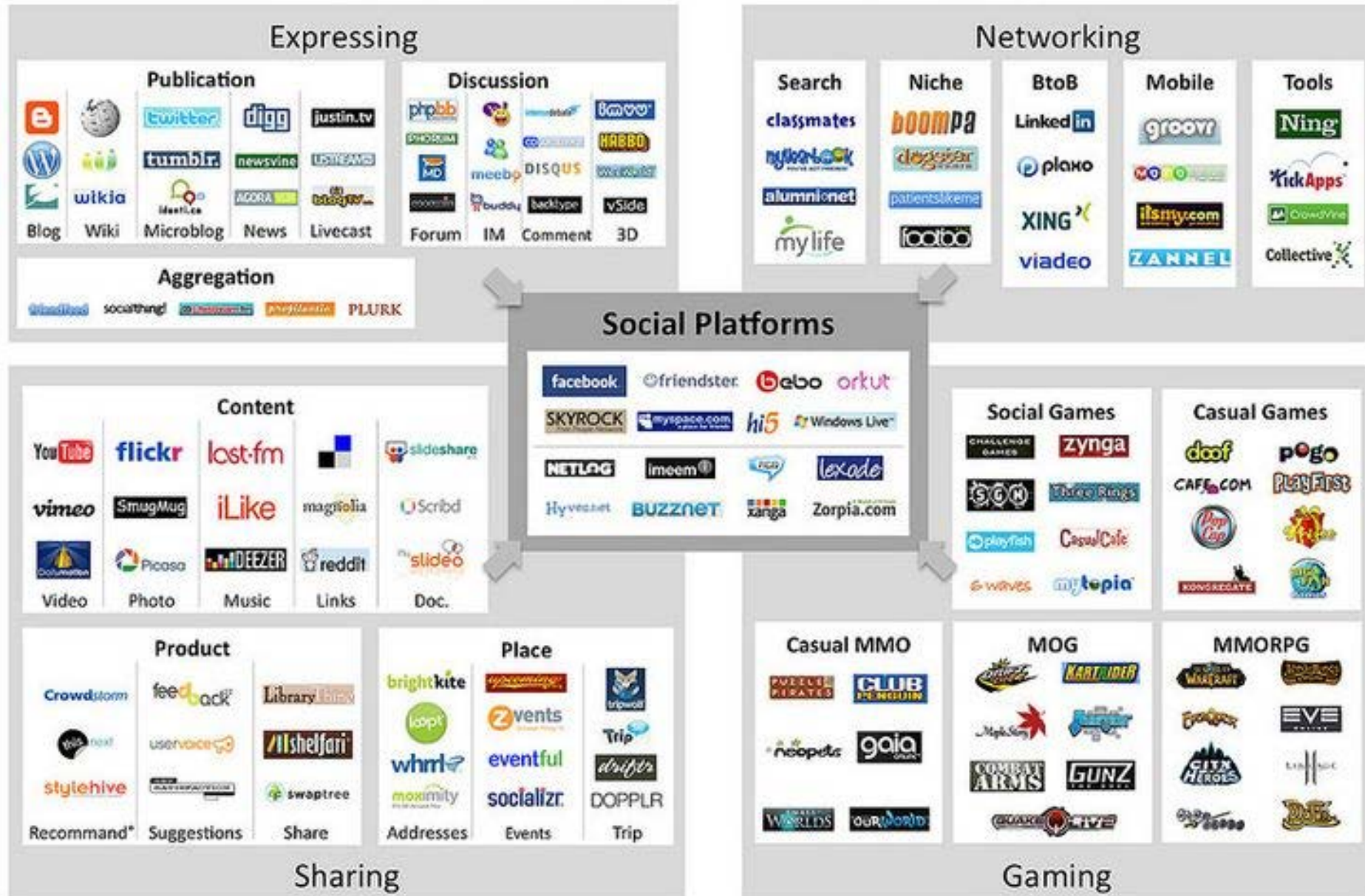
The logo for Harvest Strategy features a stylized bar chart with seven vertical bars of varying heights on the left. To the right of the chart, the word "harvest" is written in a lowercase, blue, sans-serif font, and the word "STRATEGY" is written in a smaller, uppercase, blue, sans-serif font directly below it.

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WHAT DOES SOCIAL MEDIA LOOK LIKE TODAY?

- 
-  **Twitter** I am eating a #donut
 -  **Facebook** I like donuts
 -  **Foursquare** This is where I eat donuts
 -  **Instagram** Here's a vintage photo of my donut
 -  **YouTube** Watch me eat a donut
 -  **LinkedIn** My skills include donut-eating
 -  **Pinterest** Here's a donut recipe
 -  **Google+** I've joined a circle of donut-eating enthusiasts

Social Media Landscape



RISK TAKING BEHAVIOUR

- “I am untouchable and unbreakable”



EMPOWERING TEENAGERS

Trust

Empathy

Consistency

Empowerment

Support

Trust

THINK BEFORE YOU



Is It **T**RUE?

Is It **H**ELPFUL?

Is It **I**NSPIRING?

Is It **N**CESSARY?

Is It **K**IND?

DIGITAL IMPACT: WHAT ARE WE TALKING ABOUT? A DIGITAL LEADER ...

- Is agile
- Does not micro-manage
- Empowering
- Is keen to learn from you
- Gives constant feedback
- Is a person NOT a function
- Can handle diversity
- Collaborates on eye-level
- Shows the big picture

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SO
NOW WHAT?

CHANNEL GRANDMA
LEARN NEW TRICKS
RECRUIT EYES AND EARS
SET BOUNDARIES

Rules of Online Engagement: Privacy



HOW TO BECOME A DIGITAL LEADER

- Start your Working Out Loud circle (structured, easy, appreciative...)
- Get a digital profile and keep it updated (LinkedIn, AboutMe, Webpage...) ›
- Learn from others / Follow others (YouTube, SlideShare, Twitter...)
- Build relevant networks (Twitter, Facebook, LinkedIn...)
- Start sharing your expertise (Blog, LinkedIn Pulse, Facebook...)
- Learn to master future work style / tools (Video calls, Whiteboards, Touch, Scrum...)

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