

DIGITAL LEADERSHIP IN

AN ERA OF “NO”

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OBJECTIVES

define qualities of
an effective
digital leader

discuss the reasons
for “no”

share strategies
for getting to “yes”



**WHAT DOES IT MEAN
TO BE AN EFFECTIVE
DIGITAL LEADER?**

DIGITAL

LEADERS . . .

**model effective
use of technology**

empower others

**communicate the
“why”**

**maintain a focus on
learning**

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WHY NO?



there is a fear of
the unknown

WHY NO?

resources are seen
as monetary

control is a
powerful crutch

WHY NO?

**we have not
successfully modeled**

**we have not
addressed capacity**

**we have not
properly provided
a “why”**



**STRATEGIES FOR
GETTING TO YES**



START WITH WHY



ASK QUESTIONS



HAVE A PLAN

HAVE A PLAN

vision

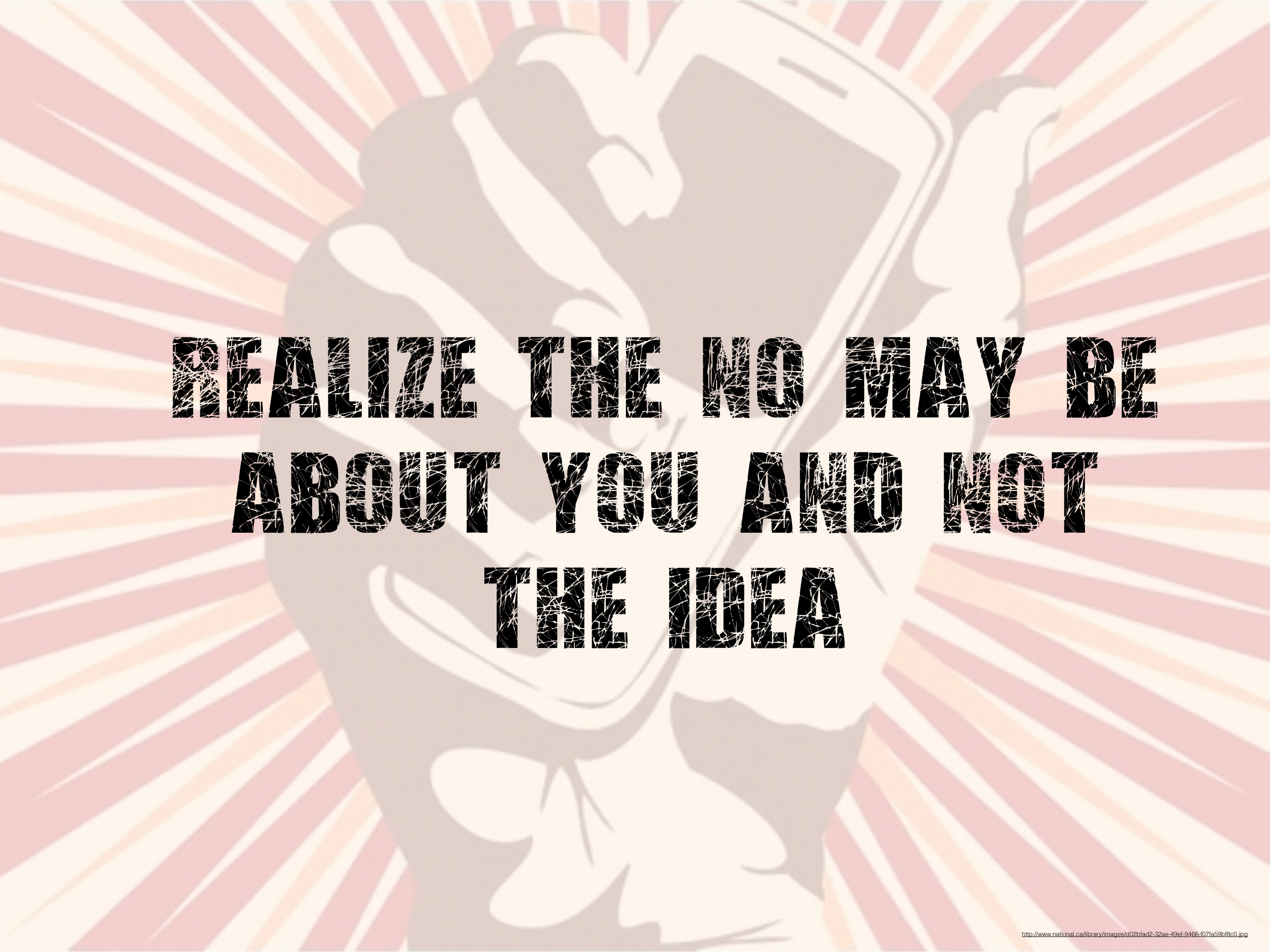
clear steps

means of
assessment

safeguards



**FOCUS ON THE LEARNING,
NOT THE TOOL**



**REALIZE THE NO MAY BE
ABOUT YOU AND NOT
THE IDEA**



QUESTIONS