

A decorative graphic on the left side of the slide consisting of two overlapping parallelograms. The front one is blue and the back one is a light green. They are positioned diagonally, with the blue one partially covering the green one.

Organizational Leadership and the Digital Context

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Introduction

The Digital Context of Organizational Leadership

- Five distinct topics
- Analysis of digital context and relation to different organizational settings
- Hierarchies and their use of the digital context



Large and Global Business

- International and Global headquarters of organizations
- Need for constant connectivity due to differing time zones
- Communication must be virtual
- Leaders faced with decision making and implementation of strategies in digital context
- Use of digital space and platforms when trying to keep company afloat and with the times
- Must adopt digital space in order to keep company afloat
- Many large companies have had to make the transition



Post-Secondary Education

- Organizing the team when work is assigned is key for leaders to foster success in the group
- Leaders will face difficulties such as lack of trust, a lack of team cohesion, a lack of team identity, and team member isolation
- It is vital for leaders in this setting to keep communication lines active and open
- Transactional and Transformational Leadership Styles best suit this setting



Image Source :

<https://www.thoughtco.com/how-to-be-a-project-leader-1857127>

Small and Local Business

- All business leaders are faced with the challenges of the ever changing technological innovations and how to incorporate them into the businesses digital culture.
- Leadership development programs within a business will increase potential leaders to seek out opportunities within the company to grow.
- In an article from the *Journal of Information Technology*, the authors provide an e-leadership model which provides a foundation for small business leaders to harness digital technology to support their business strategies for sustainable growth.
- Digital leaders take on many roles, most importantly they set the direction, define the strategy and ensure alignment with other parts of the business.



Non-Profit and Charitable Organizations

- Cost of digital technology has a profound effect on non-profit and charitable organizations moving forward with digital leadership.
- Digital media such as social media platforms and crowdfunding have given non-profits and charities the ability to further connect with the public.
- Communication is vital to the success of non-profits and charitable organizations, both within the organization and with the public.
- While non-profits and charitable organizations have shown positive results from moving more towards digital platforms and leaderships, much of the industry is slow moving, or haven't made the move towards digital.





Retail and Customer Service Industry

- Innovation
 - “A retailer’s attitude about the potential of digital technologies to positively impact business performance is an important indicator of the company’s commitment to digital transformation and is seen as a predictor of digital success” (Benedict, 2017)
- Internal Communication
 - Digital communication methods have **transformed** the manager-employee relationship
 - 7 reasons why internal communication is the key to success (Staffbase, 2017)
- Employee Training and Customer Satisfaction
 - 5 important steps leaders need to take in order to improve customer satisfaction in the digital space (Ali, 2018)

Summary

- Changing technologies = changing industries
- Various industries adopt digital technologies to keep afloat
- Different leadership styles and innovative ideas in incorporating digital space
- Cost, communication, and resources must all be considered

