

LEADERSHIP IN THE DIGITAL ERA.

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Introduction

The function of leadership is to produce more leaders, not more followers. -----Ralph Nader.

With the changing world society are also changing, but there is very less facility of leading the next generation to think, reflect and assess the situation by improving the technology. for this new direction we need to improvise ourselves, so. that everyone can communicate in a better way, utilize body language, have discourse and have dialogue. ⁽²⁾ The rapid changes brought during Covid 19 period in digital leadership. Digital leadership is the strategy used by the digital companies and emerging technologies to achieve the business goal. With the development of disruptive technologies and rapid development of generative artificial intelligence creating new opportunities daily and organizations are taking full advancement of digital leadership. Great leaders cannot lead solo, never losing sight of things matters, providing team with oppurtunies to experiment and execute building teams that could be swiftly assembled in mission specific group, digital age leader do not rest, but keep up skilling. there are mainly seven pillars of effective digital leadership ⁽¹⁾.

These are communication, public relation, branding, student engagement and learning, professional growth and development, revisioning learning spaces, environments and opportunity. among them first three pillars are not negociable and but others can be adjusted with the demand of situation. (2) in modern era, leadership is not about seniority and title, but the credibility and empowering others in right direction.

True leadership has always been characterized with being participatory rather than hierarchical. Leadership in digital age is about empowering others and preparing them to lead. The WEF founder Klaus Schwab has termed this living era as 'Fourth Industrial revolution'.

Principle to be followed by leaders

The leaders in digital era should follow the following principles. These are-

- 1st principle is the people first in which they will listen, respect and give security to the people working with him and leader should not sit and dictate from back, instead they will sweat out with fellow workers and leading them front.

- 2nd principle is trust and collaboration, views of “Jim Collins how to make companies and organization “Good to Great “explained that the collaboration is the main key of of success in digital era. Two types of trust, namely cognitive (dependency and competency in doing common work) and emotional trust (belief and care and concern about the coworkers) are mainly functioning in this principle.
- 3rd principle is the deliberation of responsibilities when and where needed Gartner’s contributor Sharon said, ‘Digital Leader will be comfortable handling over the reins.’ Almost all executive over the world follows this principle. ⁽¹⁾

leadership style in digital era

In this techno-centric environment, leaders need to equipped with digital literacy to make innovation in their organization. Leaders cherish feedback, encourage experimentation and prioritize flexibility overt rigidity.

Different types of leadership styles are used. these are---

- **Transformational leadership style**---where leader motivate their team to think creatively and innovative way to drive the organization in a long-term success.
- **Collaborative leadership style**----in which leader provide a collaborative environment among the diverse team and their collective intelligence solve the complex problem of organization.

Other than that, one more leadership style is prone in digital age, i.e.,

- **Remote leadership** --- In this type, leaders should have strong communication skill, ability to foster the virtual team, and must adopt to utilize digital tools. Specially after Covid 19 period, effectiveness of this type of leadership is unparalleled⁽³⁾.

Sources for learning and improving digital leadership

a. Jellyfish training digital leadership courses: - online host from this site covers how to grow sale, how to negotiate and influence digital realm. (4)

b. Coursera, Digital Leadership and Digital Strategy Execution: - These three module online courses help the professionals how to improve their digital skill in customer experience through effective communication, execution of digital strategies and develop digital team. (5)

c. Growth Tribe, Digital Leadership Course: --this six-module certificate course designed for professionals who lead a diverse workplace in the digital age, and covers topic such as leading change management, building data driven organizations and implementing a growth mindset. (6)

d. LinkedIn, Digital Leadership: -This hub houses training and development module focus on digital leadership and skill development. (7)

e. Quixy, 10 Key Digital Leadership practices to follow in 2024: - Here digital leaders are instructed to follow 10 steps outline of tip and practices to be master in digital leadership. (8)

f. Google, Cloud Digital Leader: -This certification helps the digital leader to demonstrate computing basics and how they can access google product and services for the benefit of organizational goal. (9)

g. Digital Leadership Forum - This online hub provides valuable insight and networking opportunities for today's digital leaders. (10)

h. Amazon digital leaders:5 simple keys to success and influence: --Erik Qualman, author of this bestselling book Socioeconomics: How social media transform the way we Live and Do, is for everyone who aspires to become an effective leader in today's world. (11)

Digital leadership is important in today's life because---

- Leaders with strong digital knowledge and skill can guide their organization in an innovative way to improve efficiency.
- Digital leader can make good working environment by using digital tool to foster collaboration, communication and employee's development.
- Digital leadership improves decision making by analysing data and support business growth and customer satisfaction.
- Digital leadership prepare employees to build a future ready workforce which is necessary to cope with the changing world.

Conclusion: -

Leadership is not about gender, tittle, seniority, but empowering others in credibility with right direction. For this, leaders need to be-

- Free from self-doubt and able to overcome all the challenges of his own perception.
- Leader should lead the authenticity irrespective to gender,
- True leadership should make space for others and show kindness.
- Leaders do not need permission to succeed.

A leader should choose his own path.

According to the Learning and Performance institute, leadership development in the digital age is about 'equipping leaders with the digital skills and knowledge they need to effectively lead their teams in a digital world' means equipping leader with the digital skills and knowledge

and technology with the data analysis and artificial intelligence to adapt innovation and improve operation that is to lead the remote workers and beneficiaries and communicate effectively in digital environment(12)

Through rebalancing the work of past three years a new workforce has created for purposeful succession of organization. Adaptability, empathy, innovation, agility and problem solving are critical to transformation initiatives success. A new kind of leader is emerging to address a team that is starved for connection-physical, mental and emotional and looking to derive more from what they do.

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