

Digital Leadership

This one day course is designed for senior executives and those in leadership positions. It will look at key components of digital leadership, such as how to effectively use digital leadership to build a strong reputation, connect with your audience and reach an even wider following.

Aim

To provide participants with a better understanding of:

1. Key components of digital leadership
2. Overview of the changes in the digital world
3. Ways to create, influence, monitor your digital reputation
4. Using digital opportunities to connect with your audiences

Methodology

The training approach to be used, which governs the design and delivery of the training is based on the following principles:

- To actively involve the participants throughout the training
- To enable participants to share their thoughts and enquiries
- The training is designed based on the needs and expectations of the participants that are reflected in the pre-training questionnaire

Workshop methods and tools

In order to achieve the objectives of the training, the following tools and methods will be utilised:

- **Presentations:** presentations will be used in order to provide the background of each subject and create discussion and questions.
- **Discussions:** throughout the training, participants will be encouraged to contribute to discussions and share their experiences and thoughts with the rest of the group. The discussions will be facilitated and coordinated by the facilitator in order to maintain the focus in the key areas of interest
- **Case studies:** case studies will be used so as to facilitate and trigger discussion, as well as allow external benchmarking so as to achieve competitiveness
- **Group work:** group work will be used in order to facilitate practical understanding of the issues and in order to enhance team working, team building and cooperation amongst participants

Sample programme

Agenda

09.00 Welcome and registration

The New Digital World

- The future of digital and its impact on the workforce
- The need for mobile responsive websites and transformative services
- Handling the multi-channel experience and user expectations
- The power of advocacy and the viral army
- Workforce needs and the consequence of a lack of digital skills

Key components of digital leadership

- The new technology investment cycle
- The new way of working and culture evolution
- How digital is changing communications and management behavior
- The reality of agile development

Refreshment Break

Ways to create, influence, monitor and control your digital reputation

- The digital delivery toolkit and community marketing online
- Crisis communications online and viral fails
- User research methods
- User testing and iterating

Using digital opportunities to connect with your audiences

- Content strategy and content marketing
- Real-time marketing considerations
- Evidence-based channel selection and demographics
- Authenticity and emotional drivers

12.00 Q&A and summary