SET YOUR MIND TO A DIGITAL MINDSET.

DIGITAL LEADERSHIP.
TRADITIONAL LEADERSHIP? THAT’S HISTORY NOW.

We find ourselves in an unforeseen and highly volatile situation that requires leaders to step up and do more than just react to structural and processual changes in the digital landscape.

This situation demands a new way of thinking in regard to corporate culture and leadership.
SET YOUR MIND TO A DIGITAL MINDSET.

Real leaders initiate real change – by throwing traditional ideas overboard and adapting to an entirely digital mindset that fits the rapidly changing needs of employees including the following three urgent issues:

Their sense of purpose
Their willingness to cooperate
Their exertion of influence
A change of mindset will challenge managers to not just react, but actively drive the change by addressing the following issues:

A. **Performance is independent from working hours and location**

B. **Trust in employees will increase their self-determination and self-efficacy**

C. **Self-organized teams become more efficient**
Introducing a combination of transactional and results-driven leadership:

A
Establishing new rules (e.g.: availability, desired response times, meeting routines, communication rules)

B
Clear target setting

C
Focus on results
Opportunities for virtual team-meetings and promotion of group goals (video calls, informal exchange including facial expressions and gestures + goal status, sprints, to do's, necessities)

Proposal for a concrete course of the decision-making processes (change the degree of delegation of tasks)

Increase employee motivation by elaborating how important their target setting is for the whole operation

Defining and establishing new virtual decision-making processes and transparent methods, resulting in quick wins such as:
During the last 15 years, digitalization has offered us new and invigorating ways of communicating with our employees. But now is the time for Digital Leaders to set an example and to recognize the advantages digital spaces have always offered.

The time for Digital Leaders has come to guide through change and empower employees to thrive not only in times of upheaval but also for the future that is to come.