Redefining Leadership in the Digital Era
Phyllis Reid-Jarvis

How to Make Extraordinary Things Happen in Organizations
The art of leadership is in the ability to make people want to work for you, while they are really under no obligation to do so. Leaders are people, who raise the standards by which they judge themselves and by which they are willing to be judged.

“The domain of leaders is the future. The work of leaders is change. The most significant contribution leaders make is not to today’s bottom line; it is to the long-term development of people and institution so they can adapt, so they can change, so they can prosper and so they can grow” _ Kouzes & Posner
PEOPLE: Employees. Shareholders. Customers
What do They Have in Common?

Rise of amazon early 1998 and its sale of popular CDs at a discount- ONLINE

Downloadable music from the internet

Launch of Apple’s iTunes store in 2003 and

Supermarket chains selling popular CDs at a discount?
Change or Be Changed!

Death of former global mega music giant-HMV

Death of NOKIA
Do You Suffer From...?

Escalation of Commitment: holding on too long to a strategy that was once successful?
Look to the Future...What’s Next?

“Must be thinking what’s happening after your longest term project if not...you’re thinking only as long-term as everyone else”
The 5 Leadership Challenges

1. Model the Way
2. Inspire a Shared Vision
3. Challenge the Process
4.
5.