

Digital Leadership in Higher Education

Purposeful Social Media in a Connected World



Chapter 5: A Digital Remix on Life, Leadership and Legacy

Transform Leadership Theory Into a Digital Leadership Presence

APPLICATION EXERCISE 5.1

As you read the descriptions that follow, I invite you to join me in co-creating and playing with these theories. Pull out your favorite leadership text or theory—you know, the one that really speaks to you and pulls at your heartstrings. Then situate the theory, model, or framework into a digital setting. Ask yourself the following questions, with which I also wrestled:

- Who was this theory initially created for? It was the result of what research/context?
- Is this a skill, philosophy, practice, and/or proposal for approaching leadership?
- Does the theory offer any communication, relationship-building, decision-making, strategy, or conflict mediation skills?
- Does this theory recognize context/environment? Is global change mentioned within the context? Does the author(s) mention anything about technology, social media, innovation, etc. Can you think of anyone who would fit this type of leadership? Do they have a Twitter presence, blog, or YouTube channel? Do you see this leadership behavior in multiple settings?

Answer these questions for one or two leadership theories/frameworks that resonate with you.

Leadership Theory Warm Up

Theory Name
Who was it created for?
Theory Name

What context or research is it based in?
Is it a skill, philosophy, practice, or proposal-based approach?
What skills does it promote?
Does it mention technology or social media?
Who models this type of leadership, and how do they use social media?

Chapter 5: A Digital Remix on Life, Leadership and Legacy

Five Practices of Exemplary Leadership in a Digital Application

APPLICATION EXERCISE 5.2

Use this table to complete the following:

- 1. Write the initiative, program, or message you want to mobilize in others.
- 2. Use each of the practices to build onto this idea and/or need, brainstorming ways this could be amplified both online and offline.
- 3. In the last row, brainstorm specific digital application methods.

Mobilizing the Leadership Challenge

Message to Mobilize	
Model the way	
Inspire shared vision	
Challenge the process	
Enable others to act	

Message to Mobilize

Encourage the heart

Digital application in practice

Chapter 5: A Digital Remix on Life, Leadership and Legacy

Identify Your Social Media Strengths

APPLICATION EXERCISE 5.3

I encourage you to review your own top five strengths and consider how they play to talents you are already applying to digital communication tools. How could you harness your talents further to enhance social media-based communication and communities? In the table below, take two of your top strengths and list out three ways they could or already fuel your online presence.

Strength #1	Strength #2

Chapter 5: A Digital Remix on Life, Leadership and Legacy

Dx in Action

APPLICATION EXERCISE 5.4

Next to each transformation-rooted leadership theory in the table, list one example of how you have or will demonstrate it in your online presence.

Transformational-Based Leadership Theories Applied Online

Authentic Leadership
Transformational Leadership
Servant Leadership

Chapter 5: A Digital Remix on Life, Leadership and Legacy

Consciously Connected

APPLICATION EXERCISE 5.5

In the table, connect one social media platform (context) and list the skills you can activate (self) as considerations to tap into the emotions of the community (others).

EIL Digital Connections

Consciousness of Context	Consciousness of Self	Consciousness of Others

Chapter 5: A Digital Remix on Life, Leadership and Legacy

Strategic Social (Media) Change

APPLICATION EXERCISE 5.6

Consider the three leadership practices of this theory and answer the following: How do you (or could you) apply leadership in digital spaces using strategic social change as a strategy? Fill in the blanks with your ideas.

Strategic Social Change in Digital Practice

Reframing Discourse
Bridging Differences
Unleashing Human Energies

Chapter 5: A Digital Remix on Life, Leadership and Legacy

Your Digital Leadership Mind-Set

APPLICATION EXERCISE 5.7

It's time to connect your leadership with online practices. Which leadership theory or theories do you most identify with? List at least one in the table, including its core framework, tenets, and beliefs, then consider how you can display and amplify those attributes online. How has this theory already informed your digital presence and practices?

Strategic Social Change in Digital Practice

Theory	Framework or Philosophy	How Does This Theory Currently Inform Your Work?	How Does or Can This Theory Inform Your Leadership Online?

⇒ Now head to our book community, the Digital Leadership Network found at <http://bit.ly/DigitalLeadershipNetwork>, and find the chapter 5 topic, where you can share a few of your reflections and discoveries on any of these exercises.