



**eLeadership for the 21st
Century: coping with the
new challenges**

**Objective: survey relevant
factors and considerations**

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Leadership

- **Has always been a crucial factor in the advancement of society as a whole and of specific segments thereof**



Importance

- **No entities can progress without leadership**



Leadership

- **An evolving concept**
- **It is not static**



Leadership: relevance



- **Type appropriate at one time may not be appropriate at another time**

eLeadership



- **2001, Melissa Raffoni (Harvard Business Review): hard to conceal a smirk when someone mentions eLeadership**
- **Caveat: don't let your skepticism get out of hand**

eLeadership



- **Has emerged as the type of leadership needed to lead the high-technological society and high-technological entities (business and government)**

eLeadership

- **Has been and is and will be transforming society and segments thereof**



Computer-communication revolution

- **Has transformed:**
- **a) society**
- **b) business companies**
- **c) government entities**



Leadership of new electronic entities

- **Leading Amazon.com is different from leading a company in the 1960s**



Previous entities



- **Undergoing transformation to become electronic entities and keep up or otherwise disappear**
- **Case in point: Barnes and Noble with Lynch as new eLeader developing company's eCommerce business and strengthening its platform to offer digital goods and services such as the Nook and publications dynamically**

Traits of an eLeader



- **Best example is that of Steve Jobs at Apple**
- **Has driven Apple up the spiral of eCompanies offering digital goods and eServices, ranging from the iPod to the iPhone onto the iPad**

Steve Jobs

- **Tech's version of Charles Foster Kane**



Inside Steve's brain



- **Molded conflicting personality traits into a business philosophy**
- **Is elitist**
- **Obsessive creative (genius?) with volcanic temper**
- **Yet able to forge partnerships**

Inside Steve's brain

- **Narcissism**
- **Perfectionism**
- **Total faith in his intuition**
- **Is a micromanager with attention to details**
- **Exacting standards**



The eLeader

- **Messianic zeal with appeal to millions of devotees; electronic wiz**



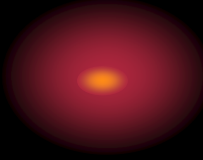
eLeader: the Jack Welch Way



- **Developing a vision: the eLeader is someone who sees far above and beyond**
- **Fostering change to accomplish the vision**

eLeader: the Jack Welch Way



- **Leadership roles: energizing organizational growth in its interaction with society, applying employee empowerment (releasing the energy and fire of our employees)**
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eLeader: the Jack Welch Way

- **Prescription for winning the 3Ss:**
- **a) Speed**
- **b) Simplicity**
- **c) Self-confidence**



eLeader: the Jack Welch Way

- **Strategies for leading breakthroughs**



Need for eLeadership



- **Major transformation of society calling for new leadership**

Alvin Toffler



- **The Third Wave (society and its entities are undergoing major technological transformation)**

Alvin Toffler

- **Power Shift**
- **The three basic sources of power: violence, wealth and knowledge**
- **Acquiring and exercising power**



eLeadership: a tale of two cities



- **Miracle on the Han River**
- **South Korea transforms itself into an economic and electronic giant**
- **Power of education**
- **Power of discipline**
- **Power of perseverance**

eLeadership: a tale of two cities



- **Singapore: the eLeadership of Lee Kuan Yew**
- **From Third World to First**
- **Again, the eLeader is one with a vision and the drive to make it happen, even using strong hand as needed**

Pioneering role of Bell Labs



- **The engineers of electronic miracles that changed the world**
- **The eLeaders as unsung heroes**

MIT as a driving force



- **The leader of leadership**
 - **The 4 capabilities Leadership Framework (FCF)**
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The quiet eLeadership of RAND



- **What is a think tank**
- **Nurturing eLeaders e.g. Nobel Prize Winners**
- **Notable contributions**

Supporting eLeaders



- **Streamlining information into usable usable knowledge**
- **Helping eLeaders deal with the information overload**

Supporting eLeaders

- **Proven methodologies**
- **Lessons learned**
- **Gathering inspiration**



Conclusion



- **The eLeaders (persons, institutions) will keep on making a difference in the lives of millions; optimism**
- **Overcoming the blinders**
- **Using the Amitai Etzioni Mixed Scanning Model (using the wide angle and the zoom as needed)**