

6 Core Skills of the Social Leader

Article Courtesy of:
Crowe Jamaica
47-49 Trinidad Terrace
Kingston 5
Jamaica

Tel 876 926 5210
Fax 876 929 1300



Table of Contents

Overview

Media Literacy

6 Dimensions of Social Media Literacy

Templates

This deck discusses the 6 skills in Social Media necessary for Leaders to adopt, which can give their organization a Competitive Advantage

Presentation Overview

Organizational Social Media literacy is fast becoming a source of Competitive Advantage. As individuals increasingly embrace social technologies, many leaders fear the risks of unbridled information. They see difficulties meshing the open dynamics of Social Media with existing communication processes.

Most companies recognize Social Media as a disruptive force that gathers strength rather than attenuate. In fact, Social Media literacy is not yet an element of leadership competency models or performance reviews. This has to change.

Organizations that develop a critical mass of leaders who master the 6 dimensions of Organizational Media Literacy have a brighter future. They are more creative, innovative, and agile. They have a higher degree of global integration necessary for business success. This presentation discusses the 6 Dimensions of Social Media Literacy for Leaders. This is the basic foundation necessary in forging alliances with partners in co-creation, co-development, and overall industry collaboration.



This deck also includes slide templates for you to use in your own business presentations.

Embracing Social Media literacy will allow leaders to capitalize on opportunities and disruptions that come with the new connectivity of a networked society.

Creating barriers for effective implementation of Social Media is corollary to creating barriers to organizational success

The Problem with Social Media

Leaders often shy away from Social Media. When they do that, there are social implications that can affect business.

CORE ISSUES

There are 3 core issues that arise when Leaders don't partake in Social Media:

- ▶ Collaboration is inhibited.
- ▶ Knowledge sharing is hindered.
- ▶ Tapping of employee capabilities that can collectively create competitive advantage are not optimized.

Allowing this to continue can bring detrimental results. It is essential that leaders develop new Social Media skills and help their organizations do the same.

AT THE PERSONAL LEVEL

- ▶ Leaders must be able to produce compelling, authentic content.
- ▶ Leaders must master the new distribution dynamics.
- ▶ Leaders must navigate information overload.

AT THE ORGANIZATIONAL LEVEL

- ▶ Leaders should encourage usage through thoughtful orchestration and role modeling.
- ▶ Leaders must become architects of a Social Media friendly infrastructure.
- ▶ Leaders must stay ahead of a rapid technology shift.

The extent to which Social Media can benefit organizations depends on leadership potential of our executives.

Media Literacy

The power of Media Literacy in organizations can create radical change for the better rather than create disruptions, if managed well

Media Literacy – Overview

Many organizations have been responding to the emerging Social Media revolution. This is the new reality.

Technology has great potential and power for corporate life.

- ▶ The wikis are enabling more efficient virtual collaboration in cross-functional projects.
- ▶ The internal blogs, discussion boards, and YouTube channels are encouraging global conversations and knowledge sharing.
- ▶ The sophisticated viral media campaigns are engaging customers and creating brand loyalty.
- ▶ The next generation products are co-developed in open innovation processes.
- ▶ The corporate leaders are now working on shaping the enterprise 2.0 strategy.

These radical changes have created a dilemma for senior executives. While the potential of Social Media seems immense, the inherent risks create uncertainty and unease.

Social Media encourages horizontal collaboration and unscripted conversations. This travels in random paths across management hierarchies. As a result, this short circuits have established power dynamics and traditional lines of communication.

Media Literacy can build strong collaboration and transparency within the organization.

Maximizing the potential of Social Media requires a dynamic SocialMediaLeader

Media Literacy –The Emergence of a New Social Media Leadership

The transformational power of Social Media can open great business opportunities and interconnectivity. The risks, however, should be properly mitigated. Achieving this would require a new type of leader.

The dynamics of Social Media amplify the need for qualities that have long been a staple of effective leadership.

- ▶ The ability to undertake strategic creativity.
- ▶ The ability to facilitate authentic communication.
- ▶ The ability to deal with the corporation's social and political dynamics.
- ▶ The ability to design an agile and responsive organization.

With the advent of Social Media, these new traits have been boosted with the addition of new dimensions.

- ▶ The ability to create compelling, engaging multimedia content.
- ▶ The ability to excel at co-creation and collaboration which are the currencies of the Social Media world.
- ▶ The ability to understand the nature of different Social Media tools and the unruly forces they can unleash.

To be effective, a Social Media Leader must have an operative handle of the different facets of Social Media.

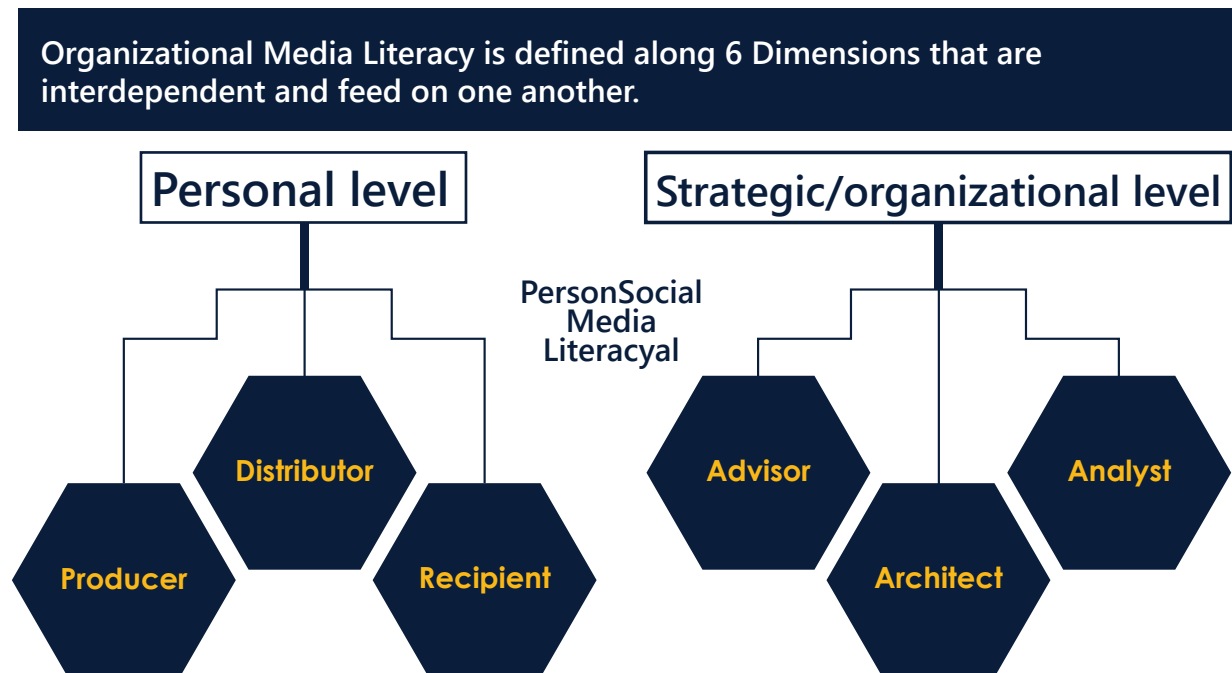
The 6 Dimensions of Social Media Literacy outline critical capabilities that leaders must master to capitalize the full potential of Social Media

Media Literacy – 6 Dimensions of Social Media Literacy

The interplay of leadership skills and related organizational design principles is called Organizational Media Literacy.

Equally important is the Organizational Dimension. Leaders must cultivate a new, technologically linked social infrastructure with social implications.

- ▶ The promotion of constant interaction across physical and geographical boundaries.
- ▶ The establishment of a self-organized discourse and exchange.



The 6-dimensional set of skills and organizational capabilities enable leaders to create an enterprise level of media literacy.

Source: Six Social Media Skills Every Leader Needs, McKinsey, 2013

6 Dimensions of Social Media Literacy

As Producer, the Leader must create compelling content

The Leader as Producer – Overview



To thrive in a world of Social Media, leaders must have a mindset of openness, imperfection, and the courage to appear raw and unpolished.

As Distributor, the Leader must leverage dissemination dynamics

The Leader as Distributor – Overview



Distribution competence—the ability to influence the way messages move through complex organizations—becomes as important as the ability to create compelling content.

As Distributor, the Leader must leverage dissemination dynamics

The Leader as Recipient – Overview



DESCRIPTION

Executive must effectively catch up with the rapid influx of information. They need to be proficient at using the software tools and settings to be able to filter the important stuff from the unimportant. But playing in today's turbulent environment requires more than just filtering skills. The world of Social Media today is far different from the traditional realm corporations have been used to.

TRADITIONAL CORPORATE COMMUNICATION

- Consumption is a passive act.
- Executives are left alone to make sense of messages and assess the authenticity and credibility of messages.

SOCIAL MEDIA REALM

- Information gets shared and commented on within seconds.
- Executives must be able to decide.
 - When and when not to reply.
 - What messages should be linked to the blogs.
 - When to copy material and mash it up with their own.
 - What to share with the various communities.

The creation of meaning becomes a collaborative process in which leaders have to play a thoughtful part. This is the very place where acceptance of or resistance to messages will be built.

Leaders must develop empathy for the various channels and the way people consume information.

As Advisor and Orchestrator, the Leader must drive strategic Social Media utilization

The Leader as Advisor and Orchestrator – Overview



Organizational units that leverage new technologies become more visible and influential incorporation's overall power dynamics.

As Architect, the Leader must create an enabling organizational infrastructure

The Leader as Architect – Overview



DESCRIPTION

Leaders who have steeped themselves in new media need to navigate between potentially conflicting goals.

- Organizational and technical infrastructure must be established to encourage free exchange.
- Controls must be enforced to mitigate the risks of irresponsible use.

This can be a tough organizational design challenge.

Companies often have a defined formal organization with explicit vertical systems of accountability. But, below the surface of organizational charts and process manuals, there is an implicit, less manageable “informal organization” which is important and getting amplified through Social Media.

In this situation, the leader must marry vertical accountability with networked horizontal collaboration in a way that is not mutually destructive.

Leaders must continue to create a social architecture that provides a meaningful space for internal and external interactions.

As Analyst, the Leader must stay ahead of the curve

The Leader as Analyst –Overview



DESCRIPTION

The next generation of connectivity—the Internet of Things (IoT)—will link together appliances, cars, and all kinds of objects. As a result, there will be about 50 billion connected devices by the year 2020.

This transformation will open new opportunities, spawn new business models, and herald another major inflection point that leaders must manage.

To be responsive, Social Media Leaders must set up the fundamentals for creating an agile, responsive organization.

- It is imperative to keep abreast of emerging trends and innovations.
- Competitive and marketplace implications must be studied.
- What they mean for communications technologies must be reviewed.

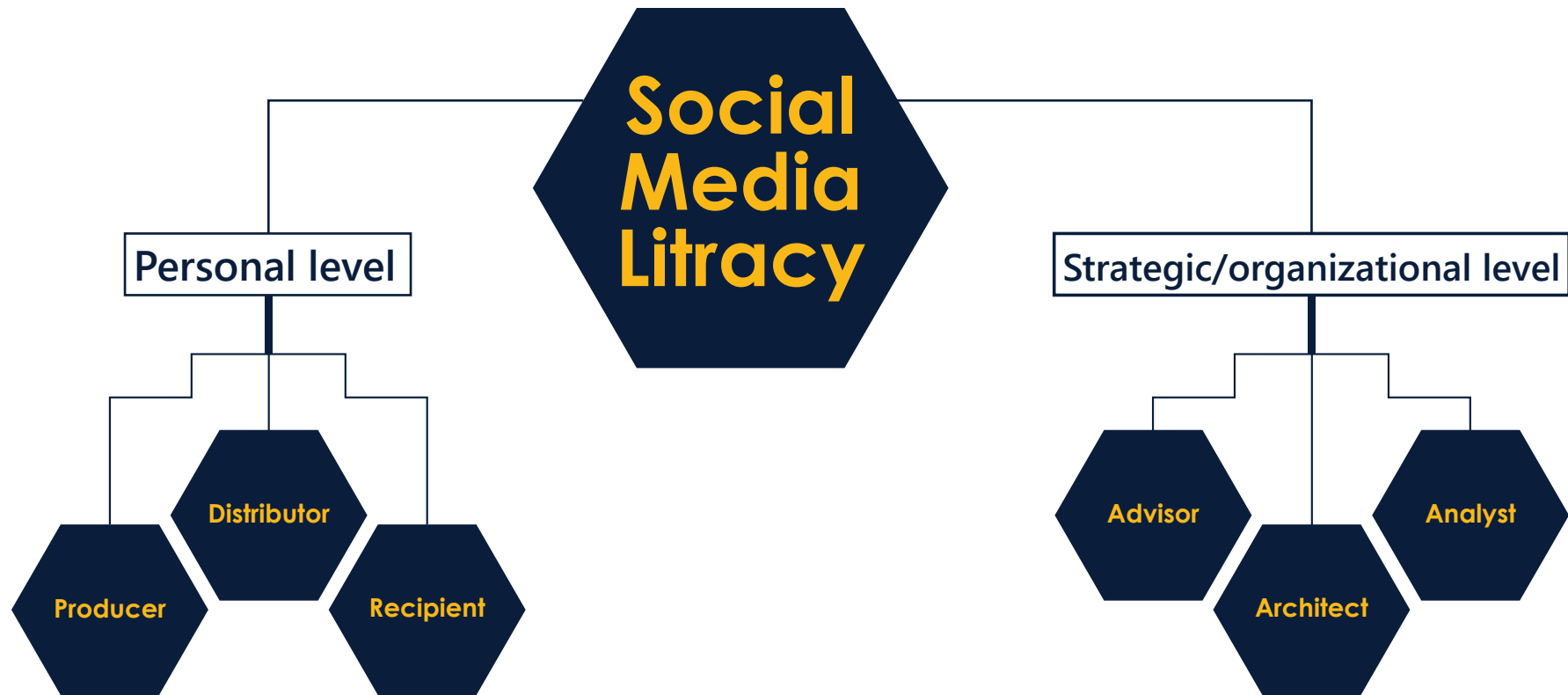
Executives who monitor weak signals and experiment with new technologies will be able to act more quickly and capture the advantages of early adoption.

Exposing seasoned leaders to the millennial mindset encourages leaders to experiment with new technologies.

Templates

Insert headline

6 Dimensions of Social Media Literacy for Leaders –TEMPLATE

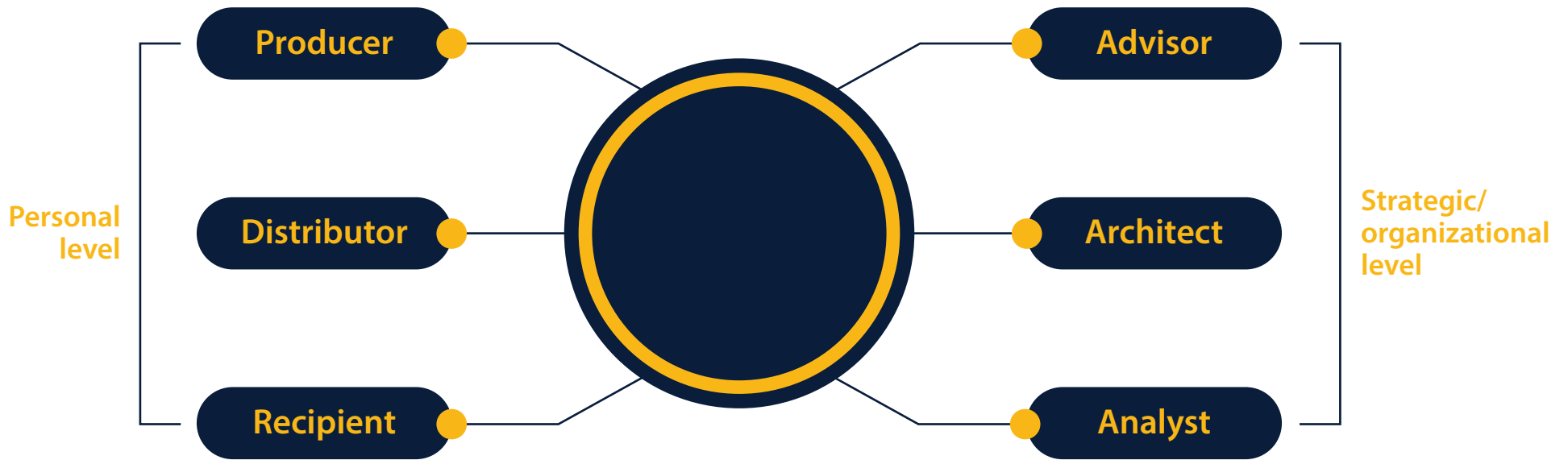


Insert bumper.

Source: Six Social Media Skills Every Leader Needs, McKinsey, 2013

Insert headline

6 Dimensions of Social Media Literacy for Leaders –TEMPLATE ALTERNATE



Insert bumper.

Source: Six Social Media Skills Every Leader Needs, McKinsey, 2013

