**Leadership in the Digital Age**

**Lynchburg College; Spring 2017; Credits: 3**

**Instructor: Dr. Ira Kaufman**

**Text: Arbinger Institute, The Outward Mindset, Berrett-Koehler, New York 2016 . ISBN 9781626567153**

**Velimir Srića,** [**Creativity and Innovation Management: A storytelling approach.**](https://www.amazon.com/Creativity-Innovation-Management-storytelling-approach-ebook/dp/B01BE2L6O6)**Kindle Edition, Amazon, 2016.**

**Course Description**

This course is designed to give students an overview of leadership in the rapidly changing global digital age. The course will weave five threads: self-reflection, sustainability, innovation, entrepreneurship, digital transformation and strategic planning. It will interactive and experiential. We will study:

1. **What is Transformative Leadership?** Transformative Leaders are values-driven, agile and entrepreneurial. They live with a purpose- to create value for their business or organization while making a difference in their community and world. They are laser focused on the people they serve and work with and the communities they impact.
2. **Transformative Mindset:**Transformative Leaders are individuals committed to self-reflection with regard to changing the way one sees and regards one’s connections with and obligations to others and their organization.
3. **People-centered Design:** Transformative Leaders challenge organization’s assumptions, customer interactions and systems leading to innovative design and business models.
4. **Purposeful Impact:** Transformative Leaders integrate changes in technologies and the ecosystem into sustainable outcomes for all their stakeholders (customers, employees, partners, investors and community).
5. **Social Catalytic Enterprise:** Students design a social catalytic enterprise that transforms products/services to positively impact community and society.

**Course Objectives**

At the completion of this course, students will be able to:

* Understand their value as a leader and project it to members of the business community
* Identify the characteristics of a Transformative Leader, and what makes them see a problem and lead differently than other people;
* Differentiate between leadership models and define when each works best;
* Generate and evaluate innovative ideas when confronted with a task or problem;
* Develop the value and brand of a social catalytic enterprise that can be carried forward beyond the class;
* Demonstrate an understanding of the elements of operational excellence and execution in fulfilling the enterprises mission; and
* Outline a strategic plan for a social catalytic enterprise including organizational, marketing, and financial considerations

**CONTENT OUTLINE**

**Part One: Transformative Leadership**

* **What does it take to become Transformative Leader?**
	+ Understand different leadership models
	+ Develop transformative thinking skills needed to lead in our changing world
* **Traits of a Transformative Leader**

**Part Two: Transformative Mindset**

* **Inward vs Outward mindset**
* **Transformative Why**

**Part Three: Purposeful Impact**

* **CSR VS CSV**
* **Circular Economy**
* **Quadruple Bottom Line**

**Part Four: People-centered Design**

* **Design vs transformative thinking**
* **Firm vs Network thinking**
* **Innovative Design Brief**

**Part Five: Social Catalytic Enterprise Plan**

* **Outline trends, other projects**
* **Transformative Business canvas**
* **Develop a social catalytic enterprise plan**

**SCHOOL OF BUSINESS AND ECONOMICS GOALS**

This course will assist the students in developing proficiencies in communication, critical thinking, evaluating environmental change, and business planning.

**GOALS FOR EACH STUDENT**

1. Develop entrepreneurial and creative thinking skills
2. Integrate passion and values into a social enterprise
3. Design relevant outreach technologies
4. Think strategically about developing a social enterprise

**LEARNING OBJECTIVES**

**Inquire: Frame questions about the social catalytic enterprise**

Objectives: Acquire an understanding of how creative skills affect the social enterprise

 Assignments:

 Social Catalytic Enterprise Plan

 Personal Learning Journal

 Innovative Design Brief

**Explore: Investigate social innovation**

Objectives: Develop and tap into personal creativity

 Assignments:

 Personal Learning Journal

 Innovative Design Brief

 “A Brand Called You”

**Conclude: Make sense of the environment and its relationship to the social enterprise**

Objectives: Differentiate between social enterprise models and define when each works best

 Assignments:

 Social Catalytic Enterprise Plan

 Personal Learning Journal

**Persuade: Convince others that your offering/ message is viable**

Objectives: Design outreach strategies

 Assignments:

 “A Brand Called You”

 Social Catalytic Enterprise Plan

 Personal Learning Journal

**Engage:** **Engage target markets in a competitive environment**

Objectives: Engage target markets in a competitive environment

 Assignments:

 Social Catalytic Enterprise Plan

 Personal Learning Journal