

## Digital Leadership (Ingo Thiel)

*M.Sc., geöffnet für alle Studiengänge*

Digitization is the most revolutionary change process since the beginning of industrialization. Due to the rapidly increasing digitization, the working world is subject to continuous transformation and adaptation. But hardly any manager knows exactly what this huge restructuring and reorientation of the entire global economy means for her company and how this challenge can be safely and successfully managed. Companies are constantly confronted with changes to which they should react as proactively as possible. Disruptive business models put established companies to the test. The new demands require new approaches.

Leadership and management in the digital age have to adjust to these circumstances. Digital leadership is a new task dedicated to meet the requirements not only of the digital transformation of organizations and enterprises but a different way of leading people. Knowledge workers need more freedom and competence in order to be able to achieve outstanding results. This type of leadership defines tasks and tools that an organization needs in times of digitization to actively shape the future. Digital leaders are responsible for ensuring that companies and thus large parts of society benefit from important digital developments.


The course starts with the basics of digitization, the impact on society and economy including current trends and different levels of implementation in companies. We look at examples, examine and discuss what an enterprise, from corporations to medium-sized to small companies needs to do to stay competitive. Students will learn how a company is restructured by making processes more agile and efficient, allowing changes to be dealt with more flexibly.

We will cover different digital tools used to lead management levels and employees as well as instruments to measure success and ensure that they are used in the best possible way. This course explains the skills a digital leader needs, especially in the areas of communication and soft skills. Various new leadership models are discussed, namely leading agile and models like holocracy and synercube. The last chapter of this course blends the online with the offline world, we cover remote and hybrid work. In the tutorials, we apply the new theoretical knowledge in two different case studies that the students need to solve in teams.

Ingo Thiel is a widely known consultant who is recognized for his expertise in leadership, digitization and crisis management. In addition to advising numerous national and international companies, he teaches at Hamburg Business School (HBS) and at Carl-von-Ossietzky-Universität, Oldenburg. Ingo Thiel was awarded the Hamburger Hafenmedaille (Hamburg Harbour Medal) for his outstanding services to the maritime economy in Hamburg.



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