

# Digital Leadership

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*Before you are a leader, success is all about growing yourself. When you become a leader, success is all about growing others.*

—Jack Welch<sup>1</sup>

Digital technology is responsible for the exponential pace of change we are experiencing in industry and society today. Incredible computing power that's always on, in the form of high bandwidth Internet access, mobile devices, wearables, bio-tech, artificial intelligence, and virtual reality is everywhere. These are but a few of the key technologies that are changing the world we live and work in.

Digital is disruption.

Leaders that lead the digital world, lead the world.

In Part I of the book, we look at what it means to be a successful digital leader and the transitions that are required to grow from a hands-on technical specialist to a leader of people and technology.

The chapters in Part I are grounded in my own personal experience and those of the 40 digital leaders I interviewed as part of the research for this book.

Once we have established a shared view of what digital leadership is and how we might get there, I share with you (in Chapter 4) the career success pyramid, which combines over 400 years of digital leadership experience into five concise recommendations for you to follow in order to achieve success.

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<sup>1</sup> *Winning* (New York: HarperCollins, 2005).

I then discuss the changing landscape and the challenges we face as digital leaders by comparing the shifts in the last 10 years with those that are likely to happen in the next 10 years. I present the Unnatural Selection framework as a potential solution.