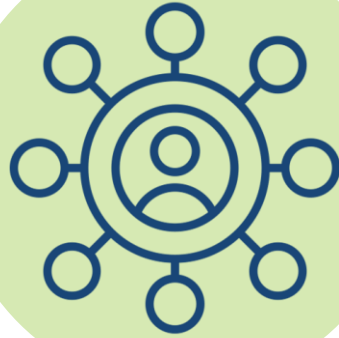


# Seven Principles for Transformational Digital Leadership -

and a set of practices  
for you

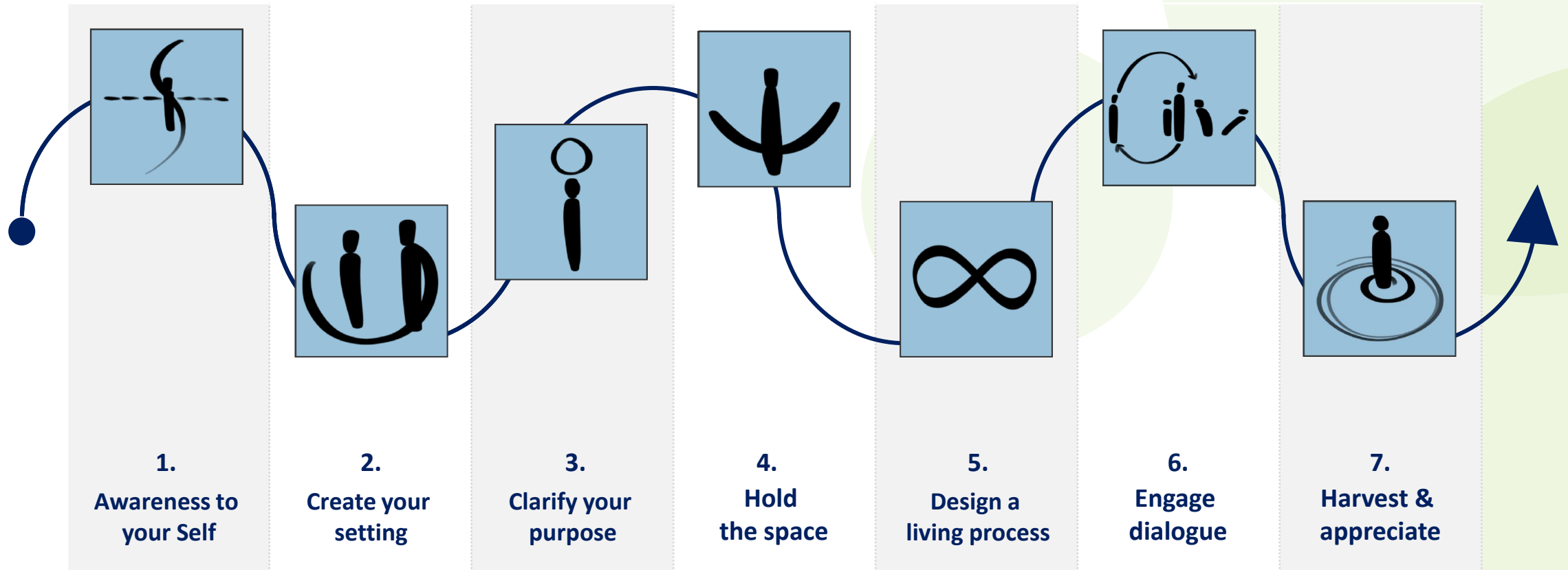
*Helga Lensch*

*medienbüro babelsberg GbR*

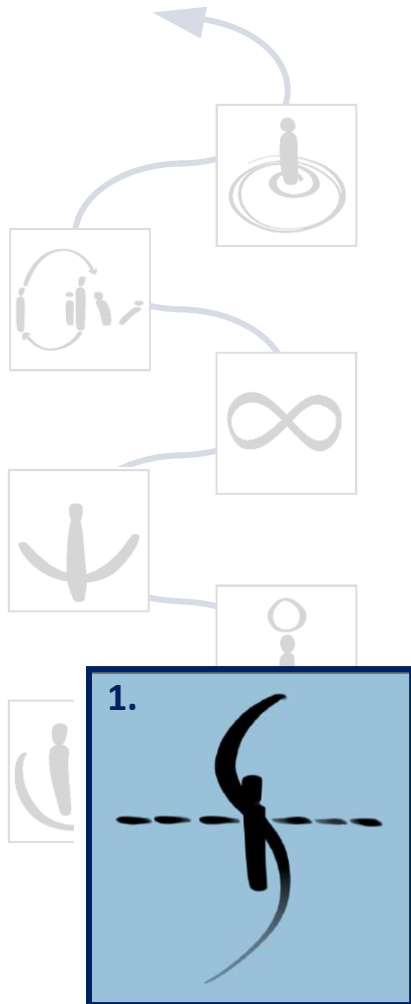


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# Seven principles for digital transformational leadership



# 1. Awareness: Cultivate your authentic presence



**The most important leadership tool in any transformational process is your Self.**

## Core Practices:

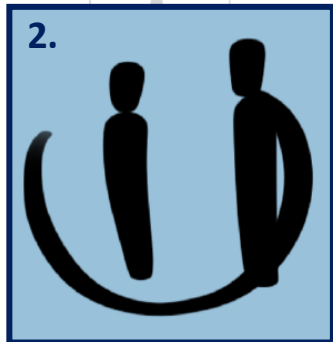
- Sit in silence for a couple of minutes before the meeting, breathe & pay attention to the quality of presence.
- Be present in your mind, body & in the moment. And be aware & connected with each individual & the group as a whole.
- Connect with your personal goals & the higher intention of the meeting.

## 2. Create A Setting: A space to feel comfortable

**Create an online setting that you enjoy – then others will enjoy it, too.**

### Core Practices:

- Enter the meeting room early & familiarize yourself with the technical set-up. Check for audio, video, Chat, Whiteboard...
- Allow participants to enter prior to the meeting as well.
- Check your background, good lighting (with light also onto your face) and an appropriate video frame (close-up, looking straight into the camera)
- Use headphone if possible. Try to eliminate side noise. Put yourself on MUTE when not talking and remind everyone to do the same.

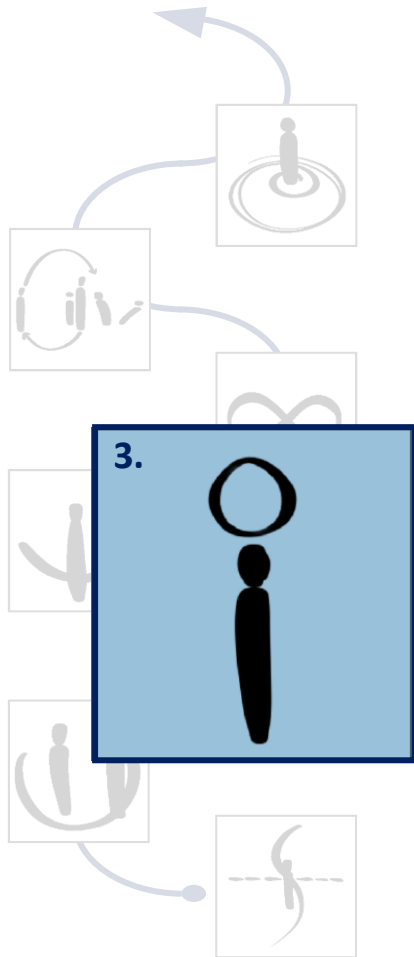


### 3. Intention: Clarify your purpose

**Clarify & clearly communicate the intention of your digital meeting/project – before, during & after – to sustain your & the team's connection to its purpose.**

#### Core Practises:

- Connect people to purpose & intention before the meeting (pre-work via mail, video, slides...)
- Set the frame at the start: how is the intention related to the „bigger picture“
- Make time at the end to reflect individual learnings

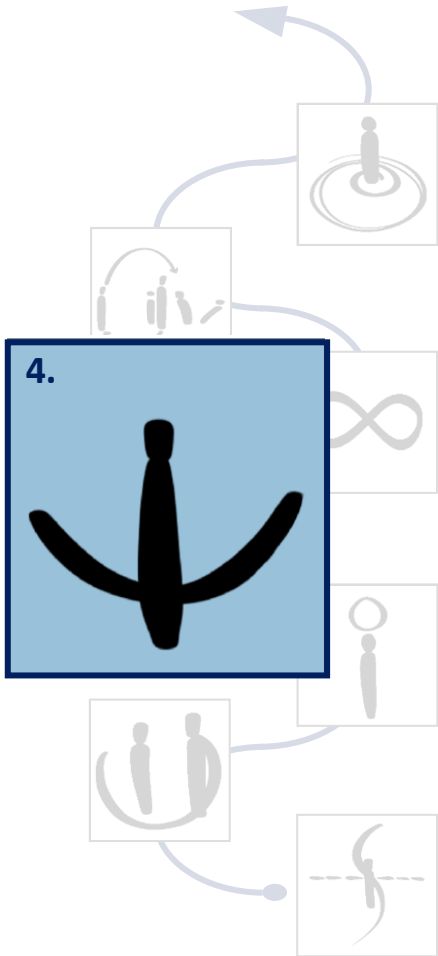


## 4. Holding the Space: build a robust container

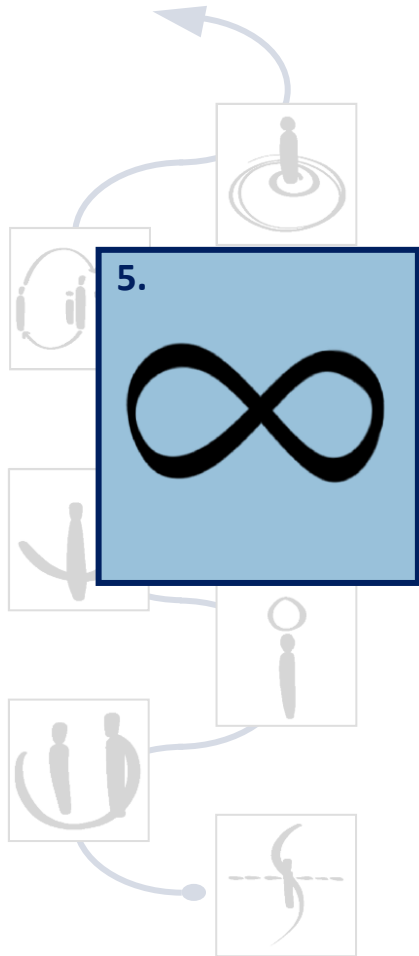
The quality of results is a function of the quality of relationships. And the quality of relationships is a function of the quality of „the container“ or holding space. Manage space, time, energy, attention & connection of the group.

### Core Practices:

- Communicate goals & objectives, a clear structure, timing & principles
- Include check-in & check-out to frame your meeting
- Welcome diverse perspectives
- Find ways to create connection & relationships



## 5. Breathing In, Breathing Out: design a living process

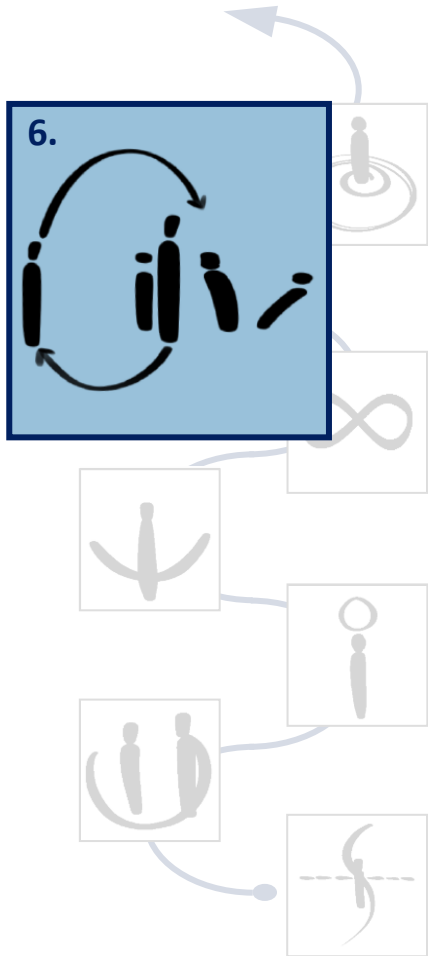


**Interweave different modes of participant's engagement. In your agenda, develop a rhythm between receiving (information, presentation, input, theory...) & giving back (small groups, individual reflection, brainstorming, discussion, chat...)**

### Core Practices:

- Design & prepare your agenda flow, yet be prepared to adapt in the moment. Create experiences that energize.
- Change formats regularly, no single session should be longer than 30 min. The attention span in digital environments is much shorter!
- Reduce content & use storylines & key messages. Again, digital attention span is short.

## 6. Circle Way: enable valuable dialogues



**Give orientation who is talking next. In digital spaces it is much harder not to interrupt each other.**

### Core Practices:

- Ask everyone to leave their video on. No camera? At least share a photo!
- Invite people to raise their hand if they want to talk (MS Teams only shows 4 + 1 videos at a time).
- You can conduct a visible list of speakers in the „Chat“ function
- Request participants to indicate when they are done speaking



## 7. Landing: institutionalize harvesting & appreciation



**Document, appreciate & share the meeting results.  
In sharing the story & the outcomes of your process, you contribute to a  
broader narrative of the group.**

### Core Practices:

- Decide early how you want to capture results & who does it
- Make a plan how to communicate your results (who needs to know what)
- Invite expressions of appreciation & thankfulness
- Do a check-out. Always. Even if it is only a sentence per person. And try to keep the group together until the end.

