Executive education: E-Leading your company to high performance growth

Prof Kecheng Liu; Prof. Andrew Godley; Prof. Sharm Manwani; Dr. Maksim Belitski; Dr. Weizi Li

Henley Business School, University of Reading, UK

E-Leadership strategies for high performance growth in SMEs

This programme seeks to:

- Develop e-leadership skills: management skills, hybrid market-ICT skills, industry-specific skills
- Identify the issues that may be a challenge to growth
- Identify the risk to the organisation in leaving matters unchallenged
- The benefits in gaining competitive advantage through effective ICT management
- Identify the role of IT in organisation: Leadership, competitive advantage and Operation effectiveness
- Study and discuss practical applications within the businesses – people, marketing, strategy, finance and ICT

Day 1: Introduction & Understanding the SME space in the Digital economy.

- First session: Is your business talking to you? We introduce participants to the purposes of the programme, outlining definitions of e-leadership and the Digital economy, finnovation and entrepreneurship. We focus on issues of systems integration and design - managing risk in a complex environment, giving summary results of the recent EU-funded research programmes on e-Leadership.

- Second session motivates agile thinking in a complex environment. Managing creativity and innovation – leading creative teams, conducive environments for ideas innovation. Leading teams through change.

Day 2: E-leadership in business for SME

- First session, we aim to improve business performance for the SMEs by introducing the key concepts of e-leadership, alignment of business and IT, technology for business with relevant case studies.

- Second session provides the key concept of e-leadership in enhancing the business and service capability.

- Third session provides an overview of how to best use IT in achieving business objectives at the both strategic and operational level.

- Fourth session covers the key technologies such as mobility and mobile applications, big data, cloud computing, internet of things and social media, overviews challenges in obtaining and managing these technologies, explains explicitly how they can be used.

Day 3: e-Leadership in Innovation

- First session aims to elaborate the understanding of innovation in the SMEs with a heavy focus on implementation of business / IT strategy. A set of competences are reviewed which help e-leader to initiate and drive innovation using ICT

- Second session illustrates the key concept of innovation and how it can be achieved within the SMEs.

- Third session provides a holistic view of the architecting the business and IT constructs for SMEs.

Day 4: Process, Systems Planning and Application

- Business needs – reflection / presentation, mapping the needs of the organization.

- Steps to investment readiness. E-commerce, integrated financial feedback for management planning and decision making with key stakeholders

Conclusions:

- Effective e-leadership strategies for growth.

- Embedding solutions and designs for growth.

- Enabling individuals and teams.

- Leading teams through change.