

LEAD

E-Leadership Skills for SMEs

Brussels, 25 September 2014

Third Workshop

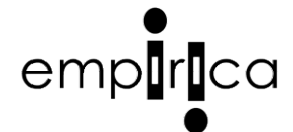
# E-Leadership Skills for Small and Medium Sized Enterprises

Tobias Hüsing, Eriona Dashja, Karsten  
Gareis, Werner B. Korte  
empirica GmbH

Service contract for the  
European Commission



Enterprise and Industry



Time	Sessions
10:00 – 10:30	<p>Welcome and introduction André Richier, European Commission</p> <p>The LEAD work programme Tobias Hüsing, empirica</p>
10:30 – 11:00	<p>Defining e-leadership skills Tobias Hüsing, empirica</p>
11:00 - 11:15	<p>Coffee break</p>
11:15 – 12:15	<p>e-leadership policies and stakeholder initiatives in Europe Philipp Markus and Karsten Gareis, empirica</p>
12:15 – 13:00	<p>Lunch break</p>
13:00 – 13:45	<p>e-Leadership education for SMEs and entrepreneurs Tobias Stabenow and Eriona Dashja, empirica</p>
13:45 – 14:30	<p>e-Leadership demand and supply in the labour market Tobias Hüsing, empirica</p>
14:30 – 14:45	<p>Coffee break</p>
14:45 – 15:45	<p>e-Leadership metrics and scoreboard Eriona Dashja, empirica</p>
15:45 – 16:15	<p>Outlook Werner B. Korte, empirica</p>
16:15 – 16:30	<p>Conclusions André Richier; European Commission</p>

## Lead Objective

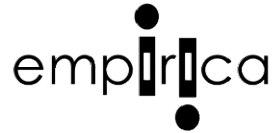
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- ... to develop targeted actions for start-ups and fast growing SMEs to provide them with relevant e-leadership skills and qualifications for entrepreneurs, managers and advanced ICT users that are trans-nationally recognised.

(from tender specifications)

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# Partnership



INSEAD



IE Business School



Henley Business School



AARHUS UNIVERSITY

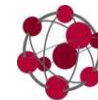
Aarhus University



New Bulgarian University



Antwerp Management School



European Foundation for Management Development



IDC Europe



PIN-SME



CIONET

# Objectives: Phase 1 (I)

- Phase 1 (January – June 2014):
  - Engage with stakeholder groups
  - Sharpen the e-leadership definitions and metrics,
    - taking into account technological trends
  - Data requirements for establishing monitoring mechanisms based on data collected from enterprises, universities and business schools,
  - Identify and analyse secondary sources for suitable data to extract information on demand and supply for e-leadership to
  - Specify a monitoring mechanism
  - Develop a technology trend report to analyse the main technology trends
  - Map the main trends on the current typologies of skills and correlate them with the potential demand for new skills and e-leadership skills and competences emerging.

# Objectives: Phase 1 (II)

- Phase 1 (January – June 2014):
  - Develop an overview of the European e-leadership policy landscape for the different target groups
  - Develop the present European landscape of e-Leadership courses and MOOCs.
  - Identify and analyse initiatives from industry, education and training organisations
  - 200 expert interviews and survey with 500 respondents
  - Identify and select 20 SMEs to be retained for demonstration activities
  - Organisation of the demonstration
  - Workshops in month 3 and 5
  - Synthesis Report

## Objectives: Phase 2

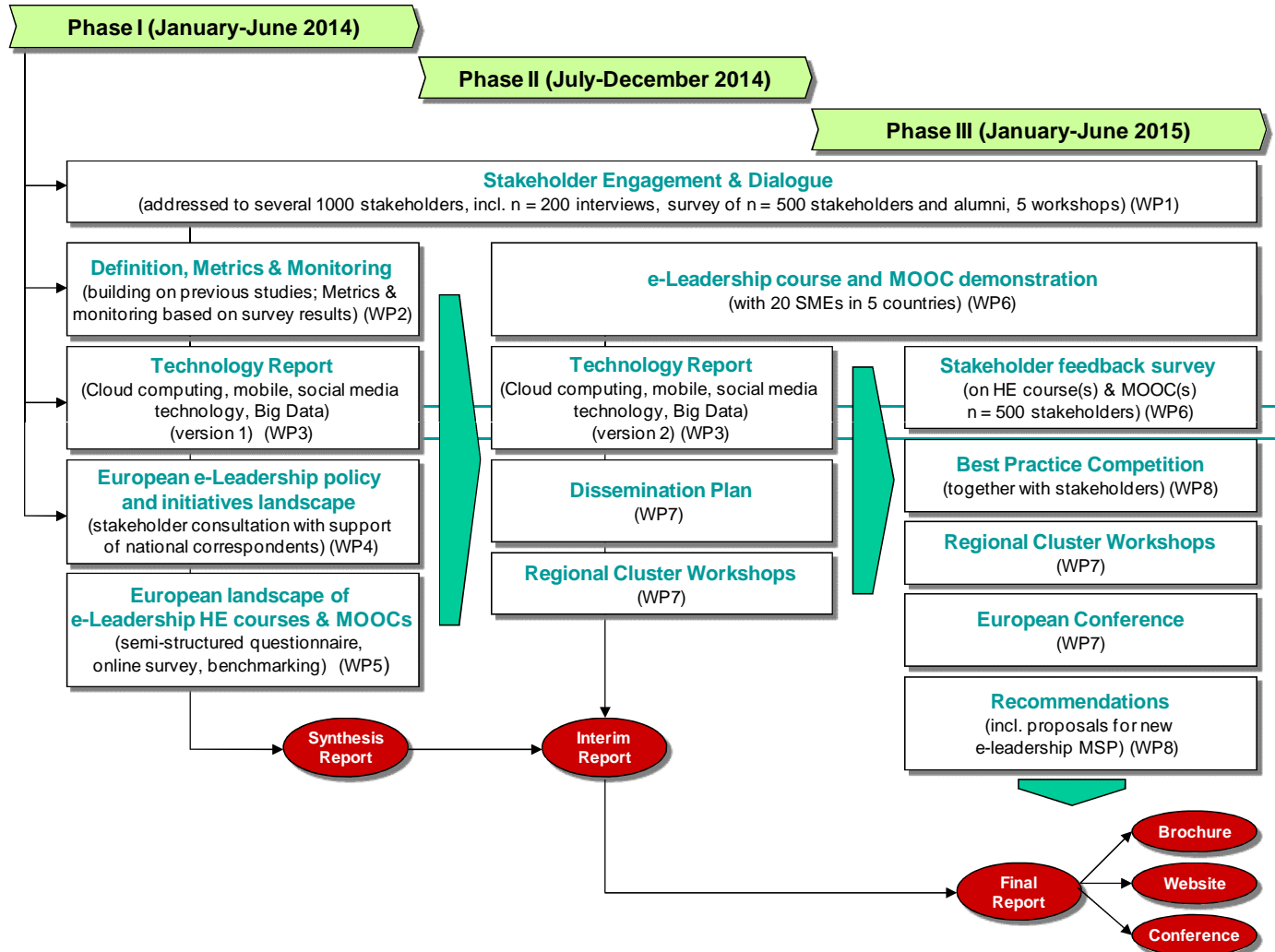
- Phase 2 (July – December 2014):
  - Demonstrate carefully designed new e-leadership programme with participation of business leaders from 20 SMEs from at least 5 EU Member States
  - Organise competition for the 10 best e-leadership courses (also for MOOCs)
  - Develop KPI and benchmarking these against national policies, initiatives and MSPs
  - Survey with 500 respondents on feedback and views on best e-leadership courses and MOOCs
  - Dissemination (incl. social media and academic publications)
  - Workshops in month 9 and 11
  - Interim Report

## Objectives: Phase 3

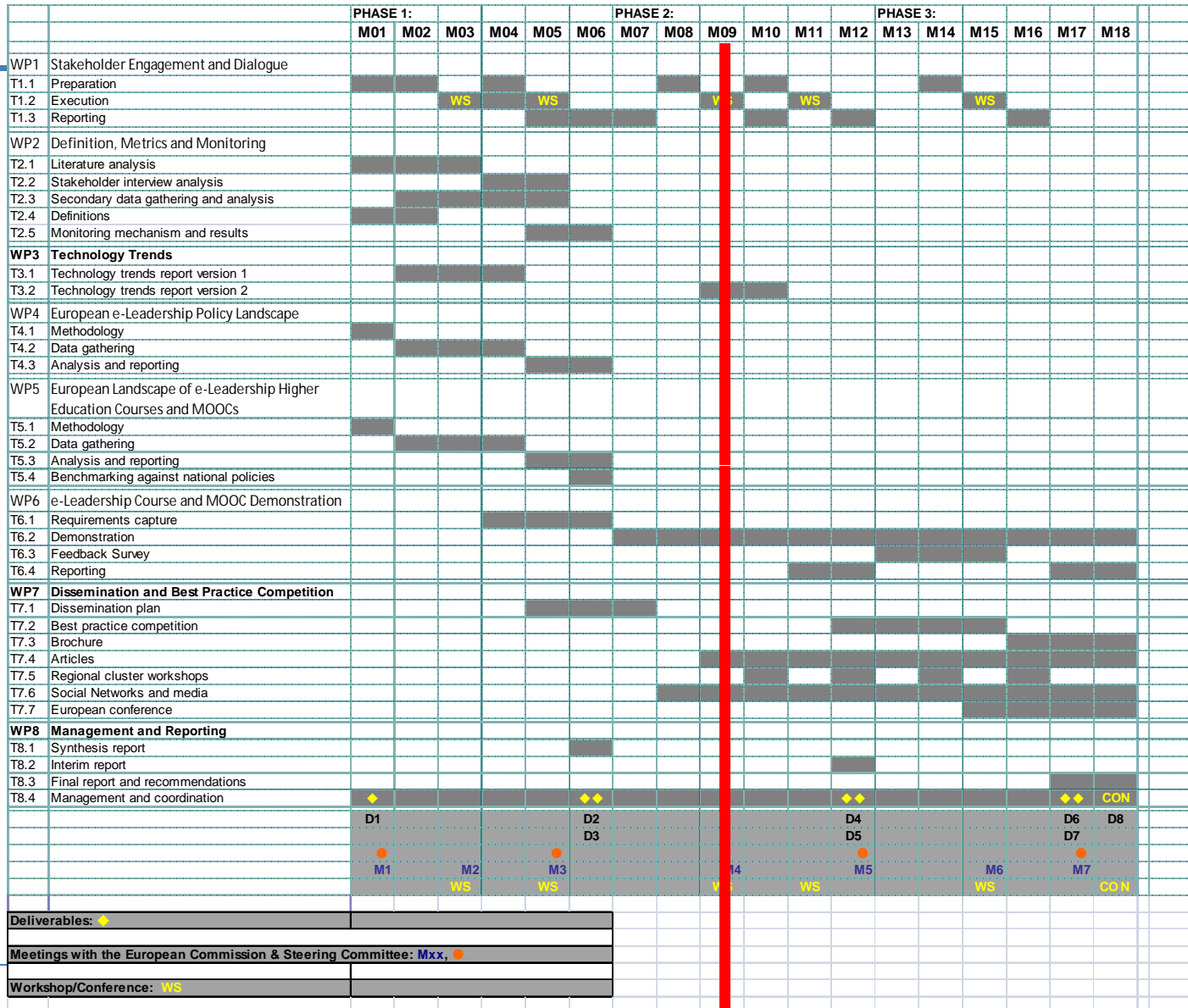
- Phase 3 (January – June 2015):
  - Continue and complete demonstrations and competition & documentation of their final assessment and results
  - Dissemination activities, Report
  - Document best practices and lessons learnt
  - Propose creation of new formats and larger MSPs for teaching and acquiring e-leadership skills
  - Workshop in month 15
  - Develop recommendations for the development of a European e-leadership competence framework
  - Develop recommendations on development of e-leadership skills in cooperation with efforts to foster entrepreneurship
  - Organise five regional cluster events
  - Organise high-profile conference (200 participants)
  - Final Report, Brochure



# Work Plan Overview



# Time Schedule of Work Packages



E-Leadership Skills for Small and  
Medium Sized Enterprises

**THANK YOU**

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