

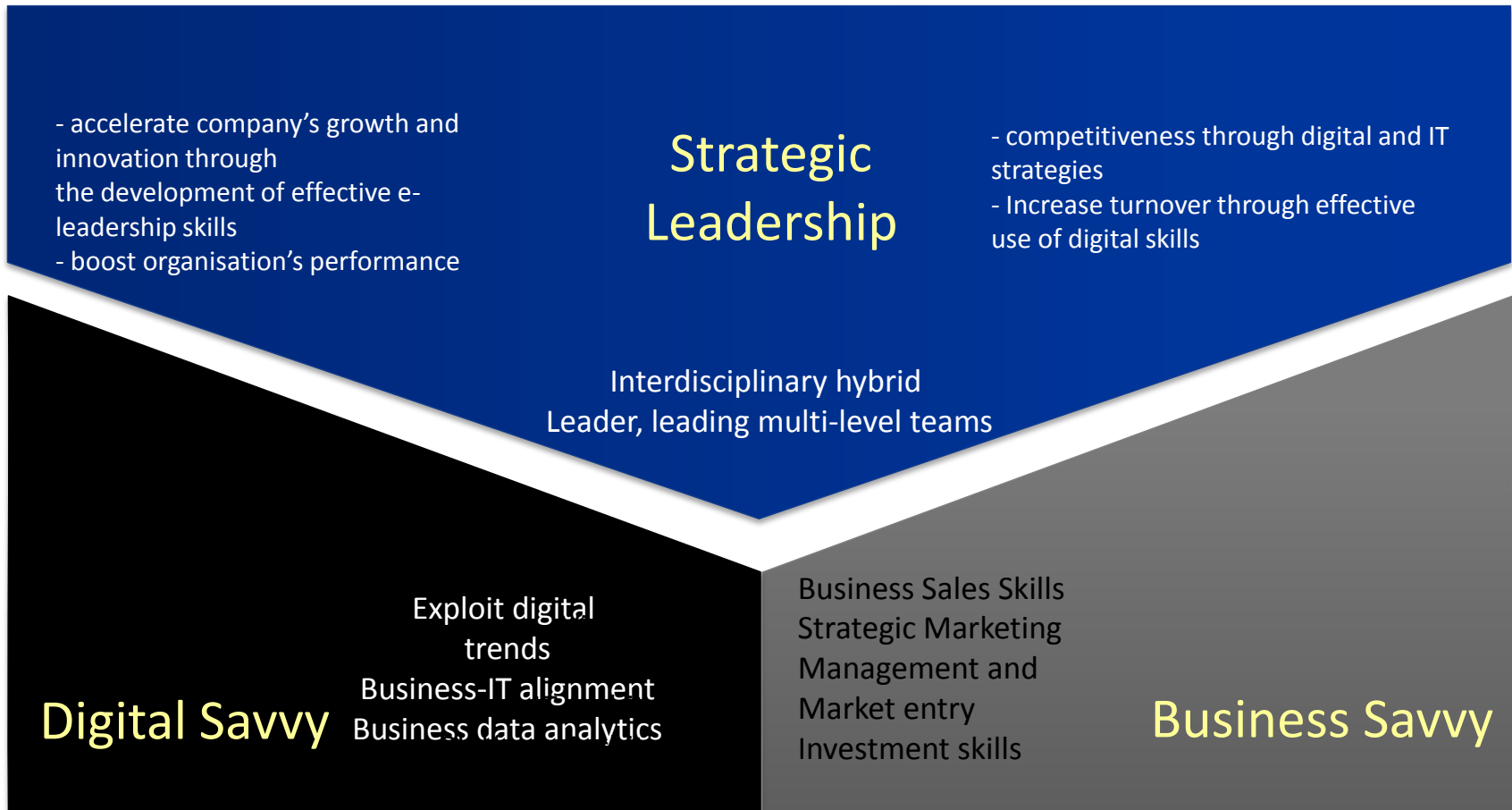
# CULTIVATING E-LEADERSHIP ECO-SYSTEM

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FIFTH WORKSHOP  
E-LEADERSHIP FOR SMES  
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Brussels

# E-Leadership Skills and Capabilities Covered in Our Programmes



# ICT Savvy

- **Business Intelligence and Data Mining**
  - M.Sc. Management Information Systems
  - lectures and case studies
  - 20 credits
  - Autumn 2015
  - Master Students with industry experience (incl. SME), IT professionals



- **Business Technology Consulting**
  - M.Sc. **Business Technology consulting**
  - lectures and seminars, labs in residence
  - 20 credits
  - Autumn 2015
  - Master Students with industry experience, ICT and business professionals

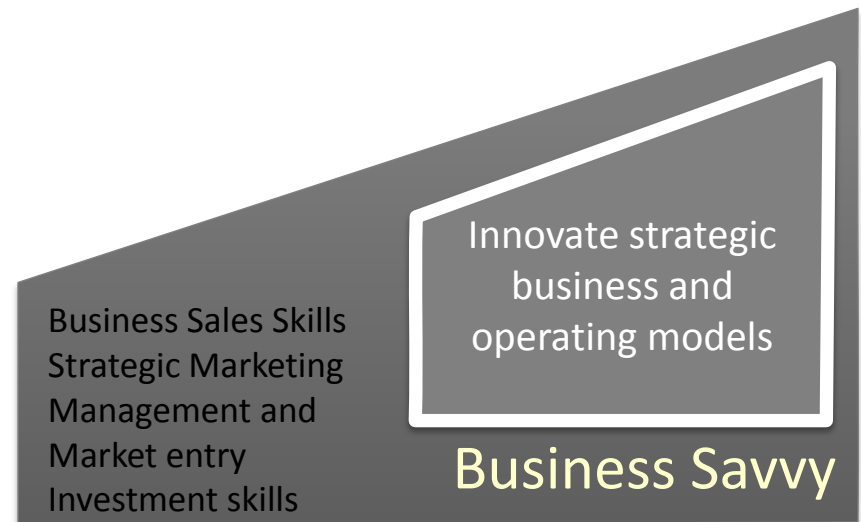
# Business Savvy

## ■ Winning and Developing customers

- Workshops and executive education
- One day workshops and 2+2 days lectures and group work
- Certificate
- Throughout a year
- Sales and marketing Professionals, CIOs, Marketing managers

## ■ Investment Readiness

- Workshops and executive education
- One day workshops and 2+2 days lectures and group work
- Certificate
- Throughout a year
- Sales and Investment Professionals, CIOs, CTOs, Investment managers



# Strategic Leadership

- accelerate company's growth and innovation through the development of effective e-leadership skills  
- boost organisation's performance

## Strategic Leadership

- competitiveness through digital and IT strategies  
- Increase turnover through effective use of digital skills

Lead inter-disciplinary staff and builds capability to ICT business performance

### e-Leadership Skills: New Technology and Business Architecture

- 2+2 days training
- lectures + exercises + case studies
- SME CEOs, CIOs, CTOs, decision makers
- Autumn 2015

### Business & Enterprise Architecture Programme

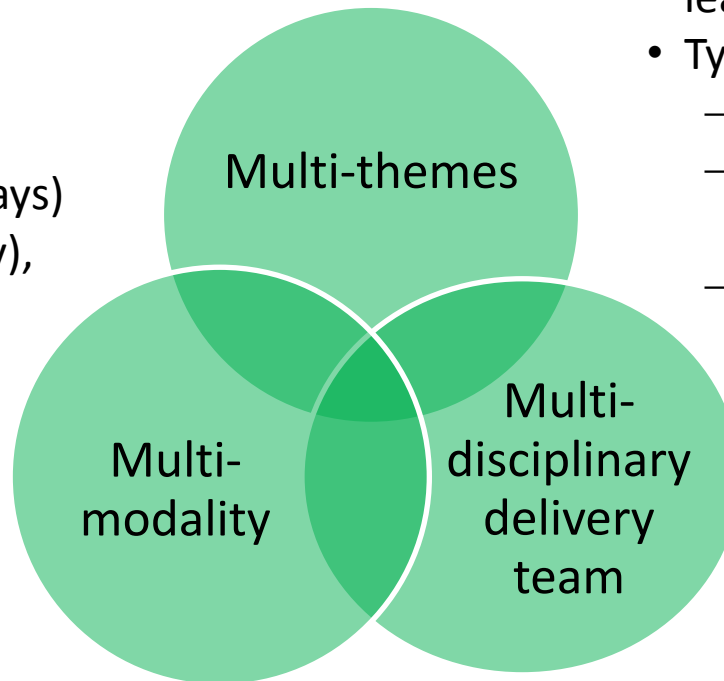
- 9 modules equally spread over 18 months
- lectures + exercises
- SME and corporates tope level managers
- 2015-16

## Feedback and highlights

- Number of participant served in all programmes: nearly 200
- Number of participant planned by the end of 2015: 350-400
- Would recommend training course: 85%-95%
- Highlights: Multi-themes, multi-modality, multi-disciplinary delivery team
- Lessons learned: theory and models, as well as case studies, individual and group exercises and examples
- Future directions: e-leadership education eco-system

# Highlights from feedback

- Large course (e.g. 2 + 2 days)
- Short (one day or half day), frequent
- Low fee, free, sometimes sponsored by 3rd party
- MOOC delivery



- e-leadership is part of the leadership
- Typical course includes:
  - Informatics,
  - entrepreneurship, digital innovation,
  - digital marketing, winning customers
- Entrepreneurship, innovation,
- marketing,
- sales,
- ICT and digital

- No. of participants served in all programmes: 350-400
- Theory and models, as well as case studies and examples

# Future direction: cultivating e-leadership eco-system

**Vision** Opening the doors to SMEs

**Goals** Effective e-competences & capabilities; Gold Small Business Charter; a thriving entrepreneurial community

**Culture of e-leadership building**

**Community building**

**Capacity building**

**Stage 3**

Learning from feedback and deepening impact

Deepening support with programme alumni

Start up support and incubation

**Stage 2**

Initiating e-leadership programmes

Programmatic and volume based support through SMEs forums, workshops & MOOC

Providing higher level enterprise qualifications, easing business management

**Stage 1**

Build the community of interest

Engage and understand local business

Developing higher engagement with SMEs e-competence building

**Principles**

*Create competitive advantage; university-led; partnership shared risks and reward; fostering a strong relationship with businesses*

**Henley Role**

**Supporting the high performance growth of local businesses and employment**