

GLOBAL LEADERSHIP IN THE DIGITAL AGE: CREATING IMPACT WITH YOUR SOCIAL MEDIA FOOTPRINT



U.S. Embassy, Tunis
March 16, 2018

Lucie Newcomb, CEO, The NewComm Global Group, Inc.

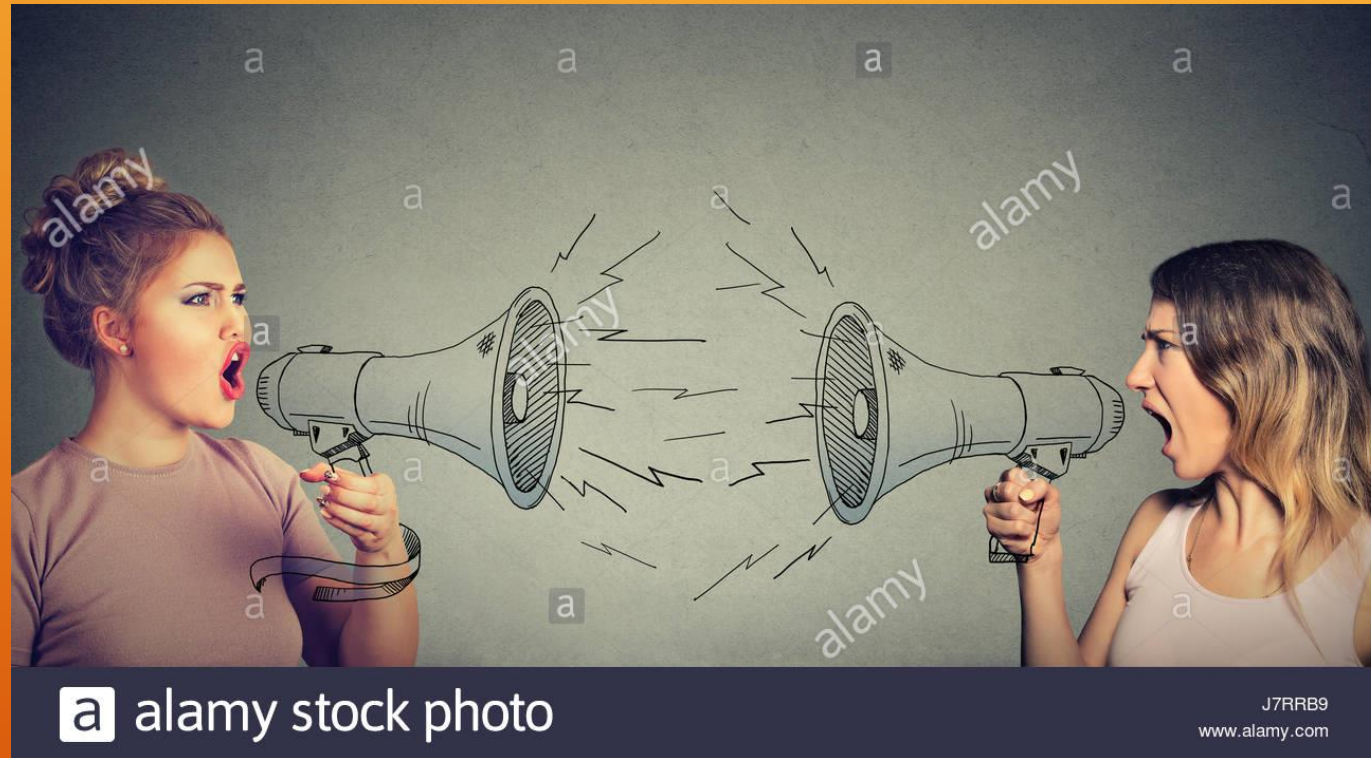


7.5 billion

” (GLOBAL) **LEADERSHIP** IS THE CAPACITY TO TRANSLATE VISION INTO REALITY” - WARREN BENNIS



WHY ARE WE SO CONNECTED BUT OFTEN STILL SO ALONE? WHY IS COMMUNICATION SO HARD?



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TOWARDS A DEFINITION OF GLOBAL LEADERSHIP

“A (global) leader creates opportunities for others”
– Bill Treasurer, Leaders Open Doors

“(Global) Leadership requires 2 things: a vision of the world that does not exist and the ability to communicate it.” – Simon Sinek, Start With the Why

“If your actions inspire others to dream more, learn more, do more and become more, you are a leader.” – President John Quincy Adams

Multiplicity

Interdependence

Ambiguity

FLUX MENDENHALL ET AL ON GLOBAL LEADERSHIP



PERSONAL GLOBAL LEADERSHIP STATEMENT

16 MARS 2018

My vision is:

My goal/mission/, purpose is:

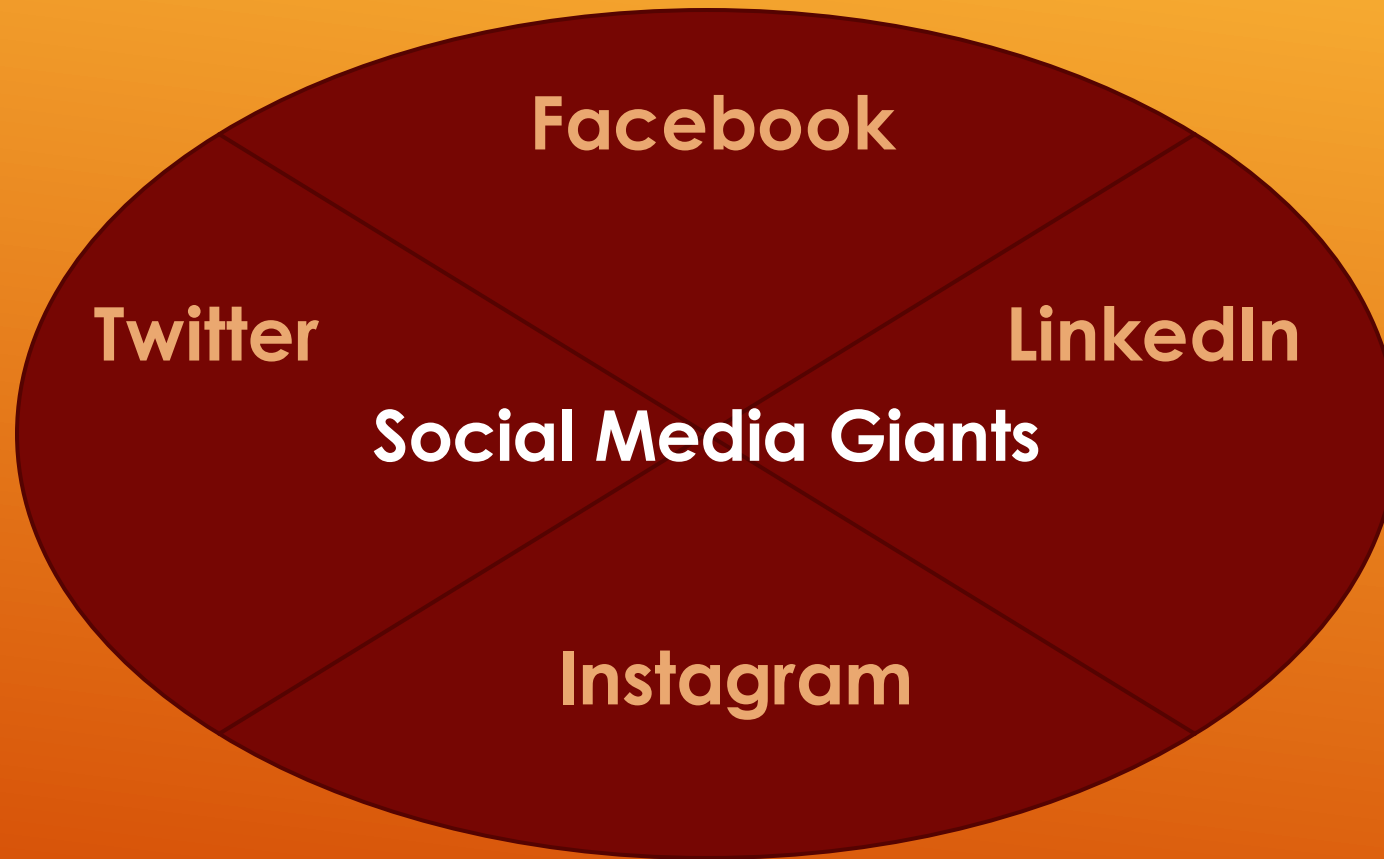
I am going to communicate it by:



WHAT DOES GLOBAL LEADERSHIP LOOK LIKE?

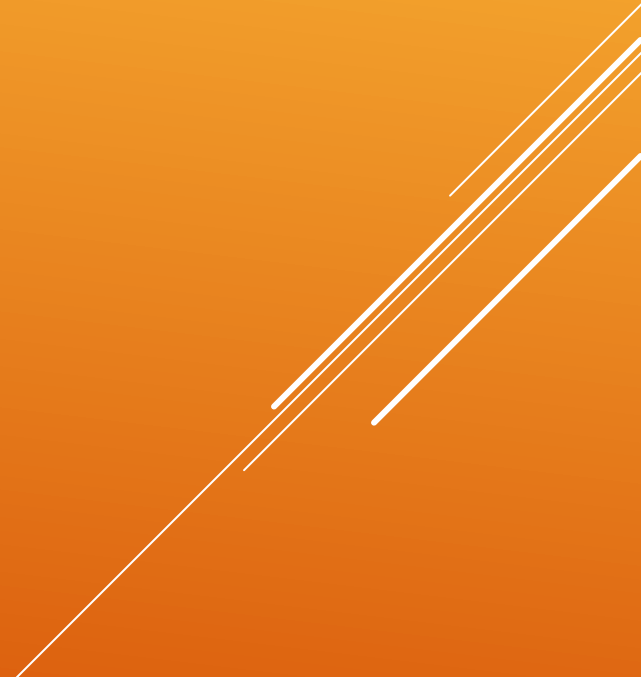
- ▶ Global Mindset: Everything and Everyone is Connected in a System
- ▶ The Golden Rule: Exchange
- ▶ **Stewardship**: Implied Future

SOCIAL MEDIA USE - PRIMARY





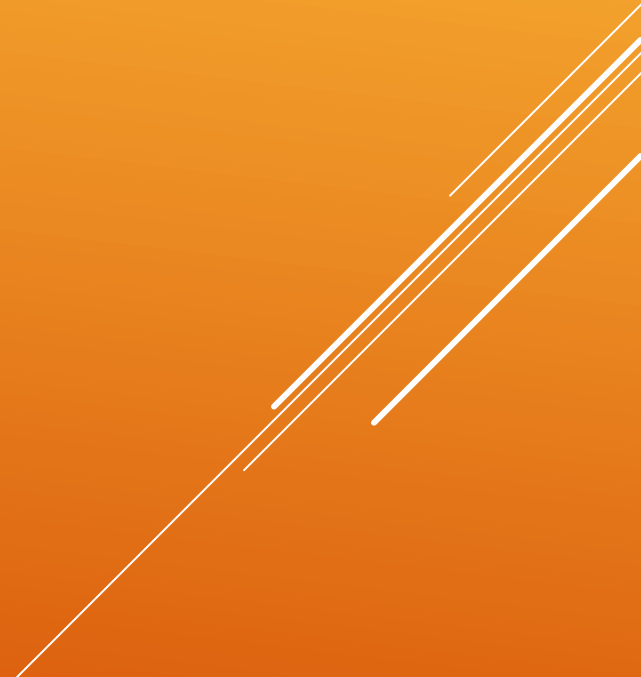
FACEBOOK



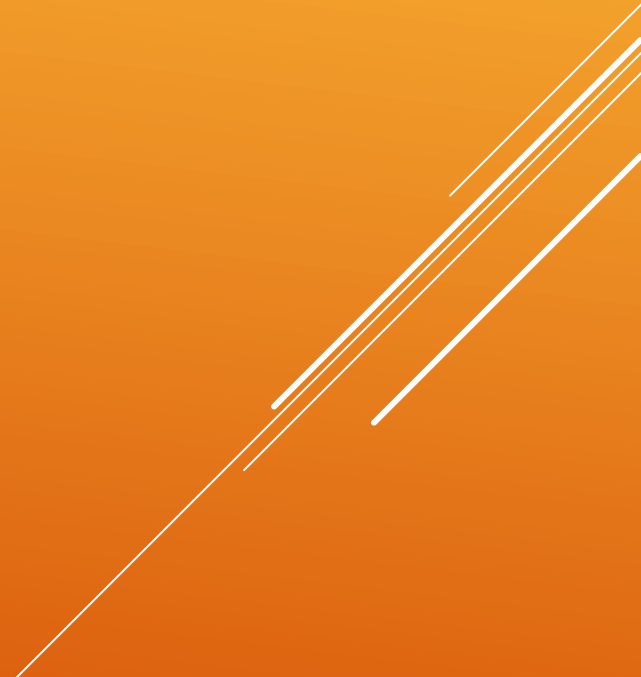
LINKEDIN



INSTAGRAM



LINKEDIN

- ▶ **PROFILE**
 - ▶ **CONNECTIONS**
 - ▶ **CONTENT/TOPICS**
- 
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PROFILE

CONNECTIONS

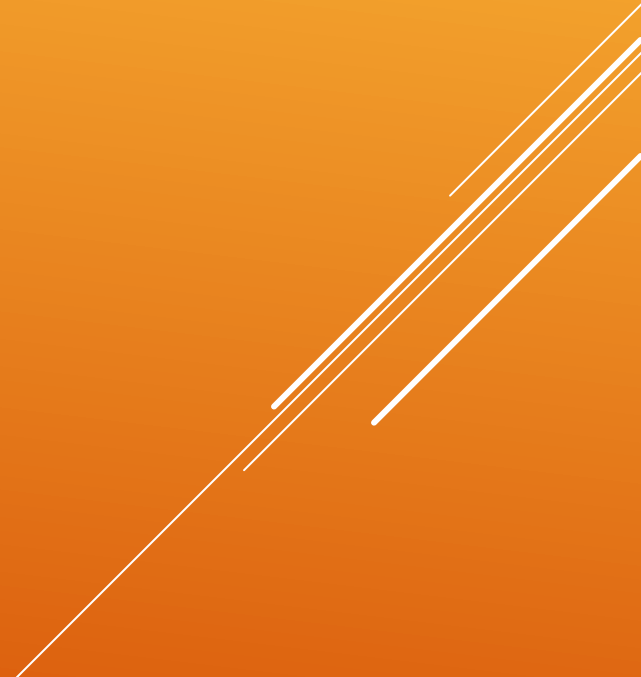
CONTENT/TOPICS



TWITTER



TWITTER

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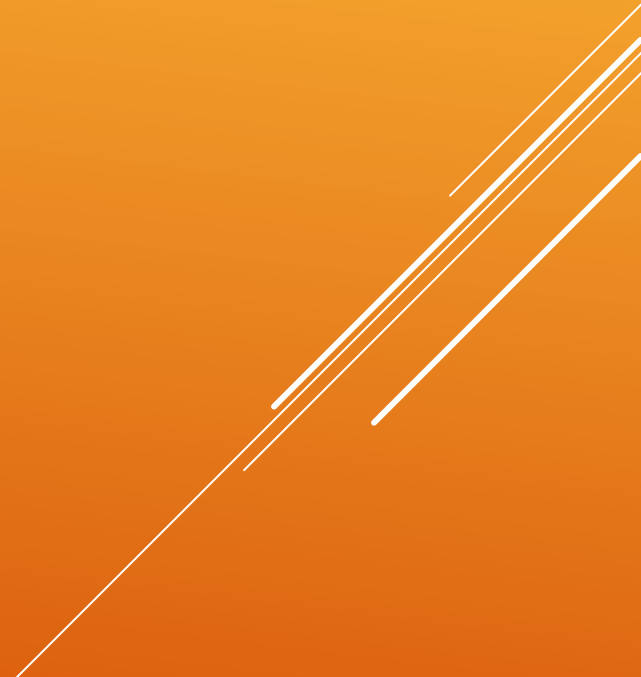
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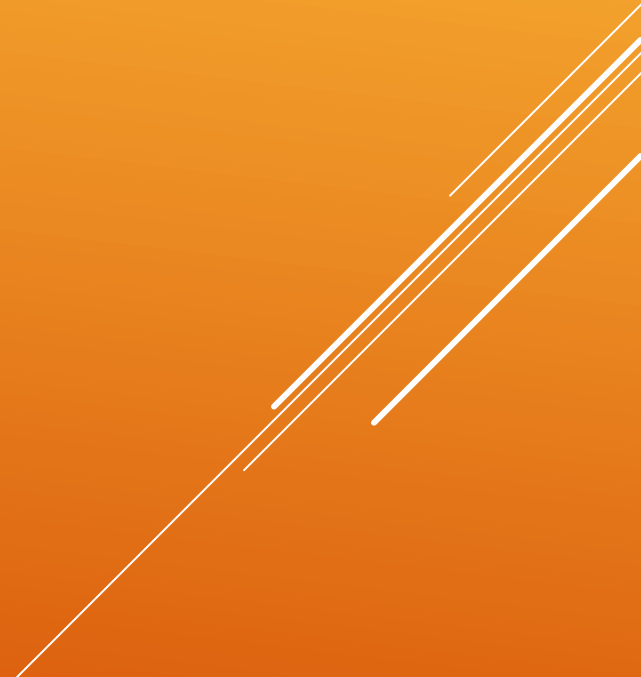
INSTAGRAM

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SMALL **GROUP** DISCUSSIONS



QUESTIONS **AND** ANSWERS



- ▶ Plato
- ▶ Maya Angelou

WHAT DOES THIS HAVE TO DO WITH ME? KINDNESS AS A DISRUPTIVE ACT

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GLOBAL LEADERSHIP VIA COMMUNICATION: A DISRUPTIVE ACT OF INNOVATION

- ▶ “Never doubt that a small group of people can change the world, for indeed nothing else ever has.”

- Margaret Mead

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▶ **“ Leaders will make the future. But they won’t make it all at once and they can’t make it alone. This will be a make-it-ourselves future.”**

▶ Bob Johansen,

▶ Leaders Make the Future

HIGH TECH+ HIGH TOUCH= INNOVATION= BIG WINS

Lucie Newcomb
CEO
The NewComm Global Group, Inc.
hello@newcommglobal.com
www.twitter.com/newcommglobal

