

iLEAD: DIGITAL LEADERSHIP

TRAINING ON-DEMAND

Background

The digital age is upon us – new tech developments arrive daily and nothing seems to be business as usual for managers in small and medium-sized businesses. It can be difficult to keep pace: there is little time to invest in out-of-house leadership courses and if there is, the knowledge obtained is not always easily transferable to everyday management.

The digital realm does, however, present us with the opportunity to attend virtual training courses – on-site and on-demand, rooted in our daily work. By bringing leadership training into the organization, the iLEAD app allows organizations to take ownership of their training, rather than outsource it.

Objective and research method

The Danish Industry Foundation has granted iLEAD 7 million Danish kroner, with the purpose of strengthening future leaders and leadership – to the benefit of added growth-potential and increased ability to navigate in a highly globalized, competitive marketplace. iLEAD is an interdisciplinary partnership between Copenhagen Business School, The University of Copenhagen and Aarhus University (Crown Prince Frederik Center for Public Leadership).

iLEAD has three cornerstones: knowledge, tool and dialogue that will contribute towards leadership knowledge-building and -sharing. With the iLEAD app, we will motivate Danish leaders to actively work on their daily leadership.

iLEAD

In February, iLEAD recruited 239 leaders from 184 firms in Denmark. In February, they were randomized and received the welcome email and starting date, and they delivered emails from their employees. In April, all the employees received a pre-treatment survey, and the leaders then started their training on May 6th. They first receive two weeks training, using the app, then they use the tools for four weeks and are again trained two weeks, using the app. The employees are then questioned in a post-treatment survey, and the leaders get feedback on their development. The first test includes mostly private leaders (but also a few public leaders), but the iLEAD project will test the applicability of the app more broadly in the public sector in the Autumn of 2019.

Further information about the project

Project leader is Professor Niels Westergaard-Nielsen from CBS. In addition to associate Professor Anne Bøllingtoft and Professor Lotte Bøgh Andersen from Crown Prince Frederik Center for Public Leadership, the participants include psychology Associate Professor Ann-Louise Holden from University of Copenhagen and Associate Professor Mari-Klara Stein and Professor Tina Blegind Jensen from CBS (both specialized in IT and leadership). The project home page is www.ilead.digital