

Leadership development in global organizations with \$0 in travel costs and \$0 in consultant fees



Leading at a distance is and will always be a challenge. Almost every article on the subject "Leading at a distance" addresses that communication is key. (Ref: Colat, Tedervall, Zigurs, Nordengren, Langfred, Hyatt, Joshi, Fjermestad, Brandt, Nordwall, Estupinan, Blomqvist et.al., to name a few).

Essential tips for addressing this challenge is to communicate more often and set standards for how to communicate and how to collaborate when the number of eye-to-eye meetings are less frequent.

There are many more challenges when it comes to working successfully in larger organizations.

Maybe the most difficult one is how to effectively develop and build a leadership culture. Meeting costs and travel expenses are high, and really good consultants are hard to find too. Education programs are time consuming and it's very difficult to set aside time for education in many managers' agenda.

Probably the **most expensive** factor is the following: To lift out managers from their operative leadership responsibility, in other words: being absent.

Traditionally what we have done is to arrange meetings or summits where managers have a chance to attend leadership programs and interact with their peers. As I suggest in this article, this is a very expensive and time-consuming method.

So are there other ways to develop leaders and managers in global or large organizations?

I suggest there is a way! A way to create learning and get inspiration globally, combined with meeting and networking locally.

In practical terms:

1. Set up video seminars with learning topics that participating leaders watch when it fits their schedules.
2. Agree on a date when you meet in smaller groups locally to network and share learnings and insights.

Think about it like the old fashioned “book-club”, let’s all read and then get together in smaller groups and talk about it.



In this article I suggest that **global organizations should deliberately take advantage of video and combine it with local meetings**. You get the global messages spread and anchored as well as the local need for interaction with others, without time consuming and expensive traveling.

Using video for business is nothing new.

For years, individuals and organizations have used it to improve certain elements of their business. With the available technology you no longer have to meet in person to get that face-to-face kind of experience, just schedule a video-conference call and people across the globe can get together in “the same room”.

What about the use of video in sales and marketing? If you look outside the traditional TV ads, video has also become a hugely popular form of online communication. Just think about this for a second,

according to [Cisco](#), video usage is expected to make up 55% of all consumer web traffic by 2016. In a given day there are 100 million users who watch video online and the average web user watches 32.3 videos per month.

So it is no coincidence that companies are investing in online video marketing. Research ([Comscore 2014](#)) shows that we are **64% more likely to be influenced by material in a video** than when we are reading regular text. Even more interesting might be that the average **% of information we retain from a message is 95% for video** and only 10% for text. So it is no wonder that social media platforms across the world are flooding with animations, infographics, point-of-view footage, promotional videos etc.

So what are these numbers telling us?

Well for one thing they are telling us that video is an extremely powerful form of communication that **you should capitalize on when educating a global organization**. Use an established web-platform like [tipstolead.com](#), or other platforms, to deliver your leadership message across the organization.

Because video is such a powerful form of communication we will continue to develop groundbreaking ways to improve our business processes with it. Failure to recognize the benefits of utilizing it will likely mean missing out on groundbreaking opportunities.

In summary:

I am not suggesting that we skip conferences or meetings all together. There will always be a need for personal and social interaction. The need for sharing and shaking hands.

Instead I am suggesting that you work to reduce unnecessary traveling and "out of office replies". Start developing your leadership culture with **short video lectures to really get powerful leverage on leadership development in global organizations**.

How it's done:

1. Set up video seminars with learning topics that participating leaders watch when it fits their schedules.
2. Agree on a date when you meet in smaller groups locally to network and share learnings and insights.

Get messages through globally with short videos and network locally to anchor learnings. Good luck in developing your leadership culture.

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