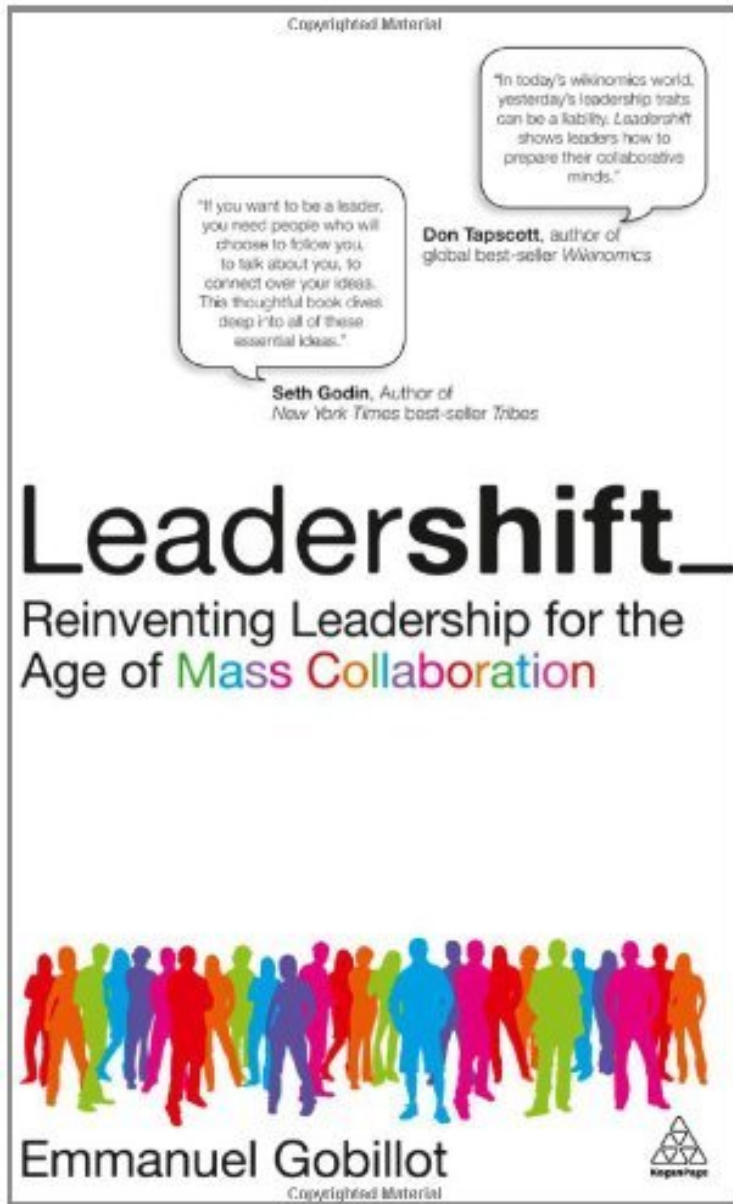


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Leadershift: Reinventing Leadership for the Age of Mass Collaboration



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Prsentation de l'diteurLeadershift is about adapting and changing traditional models of leadership in response to the influence of mass collaboration. Mass collaboration is a form of collective action which occurs when large numbers of people work independently on a single project, exemplified by websites such as YouTube, Facebook and Second Life. As the traditional models of working are radically altered those in

leadership roles need to understand their place in this new hierarchy and how to respond. Mass collaboration requires a form of leadership that is prepared to let go of the experience, expertise and control it holds precious and be able to see mass participation as an opportunity to create value rather than a threat to its existence. Presentation de l'auteur Leadership is about adapting and changing traditional models of leadership in response to the influence of mass collaboration. Mass collaboration is a form of collective action which occurs when large numbers of people work independently on a single project, exemplified by websites such as YouTube, Facebook and Second Life. As the traditional models of working are radically altered those in leadership roles need to understand their place in this new hierarchy and how to respond. Mass collaboration requires a form of leadership that is prepared to let go of the experience, expertise and control it holds precious and be able to see mass participation as an opportunity to create value rather than a threat to its existence. Biographie de l'auteur For over 10 years Emmanuel Gobillot has advised senior executives globally on leadership and organization effectiveness issues. One of Europe's most sought after leadership speakers he has delivered keynote addresses around the world to public and private sector audiences. He is the author of 'The Connected Leader' also published by Kogan Page.