



6 Tips for the Digital Leader

Whether you lead a team of 5 or 50 people, knowing how to be an effective manager in today's environment is crucial for your organization's success. Explore the tips below to ensure you have a productive and happy team, whether they're all working together in the office or in remote locations.

01. Take Proactive Steps to Address Burnout

Burnout is real, and it is affecting managers and teams alike. A 2021 study¹ reported that 40% of employees feel burned out at work, and 36% noted that their manager seemed burned out. Your well-being affects your team, so taking care of yourself is crucial.

A healthy work-life balance can affect your attitude, productivity and overall well-being. Don't be afraid to set boundaries and prioritize your mental health because your team will notice and emulate those actions. Lead by example to foster a motivated team. Your team will thank you for it.

02. Be Transparent

If you want to have a loyal, dedicated team, you need to first give loyalty. One way to do that is to be transparent. Openly share what's happening in

¹ People Management Report, The Predictive Index

the company and include teams in the decision-making processes. Of course, confidential topics should remain confidential, but it's wise to include your team members in decisions that directly affect them and their work.

03. Offer Frequent Feedback

Being transparent includes offering honest and frequent feedback about your team members' performance. They should know their strengths and where they have a skill gap.

Take that to the next level, help them lean into their strength and use it as a powerful tool. And when it comes to gaps, address those together. Find a way to help them close the gaps. Hint, you can use development pathways through DeVryWorks for that.

04. Prepare, Prepare, Prepare — and Prepare Some More

Plan for the unexpected, because if and when it happens, your team will look to you for guidance. Keep a backup plan — or maybe two or three. Sufficient planning is particularly vital as teams continue in a hybrid or remote work environment. A team member may have faulty internet, meeting times may change or your CRM platform may not work because of routine maintenance.

No matter the issue, be prepared to offer alternative options and always have a backup plan.

05. Base Your Success on all your Team Members

It's easy to measure your leadership skills based on your top performers, especially the ones that go above and beyond. However, that is often not a true representation of your leadership but instead a reflection of the workers' personal drive.

Consider how you have supported and guided everyone on your team. Team dynamics are critical to successful teams and it's important that everyone feels valued and supported. Gallup found that high-functioning teams experience 21% greater profitability, a 41% reduction in absenteeism, a 17% increase in productivity, a 10% increase in customer satisfaction, and finally, a 20% increase in sales. The numbers speak for themselves.

06. Never Stop Learning

Leaders should be in a continual cycle of learning and improving, because settling can impact your team's innovation and growth. Make sure you stay ahead of the competition by attending workshops, completing online courses or researching the latest technology in your industry. Plus, constantly looking for ways to grow sets a stellar example for your team members and fosters growth within the team.

Leading a group naturally comes with many challenges, but the tips above can help you take a supportive approach and foster a loyal, productive team.

It's important your team has the skills needed to keep up with our ever-changing digital world. Want more tips on how to stay ahead?

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