



Servant-Leadership Across Cyberspace

FONSTROMPENAARS
SYLVIA VAN DE BUNT
AMSTERDAM 3 OCTOBER 2011



Approaching Dilemmas: *Navigating Strategic Tensions*

To Create Wealth is
to combine Viewpoints that are not easily joined.....
Therefore scarce...
Therefore profitable....

And that is what servant-leaders do

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Servant-Leadership (Greenleaf)

“Servant-Leadership is enabling others to perform better”

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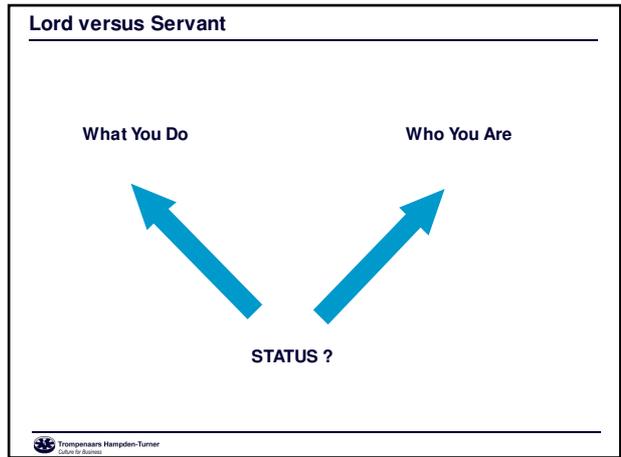
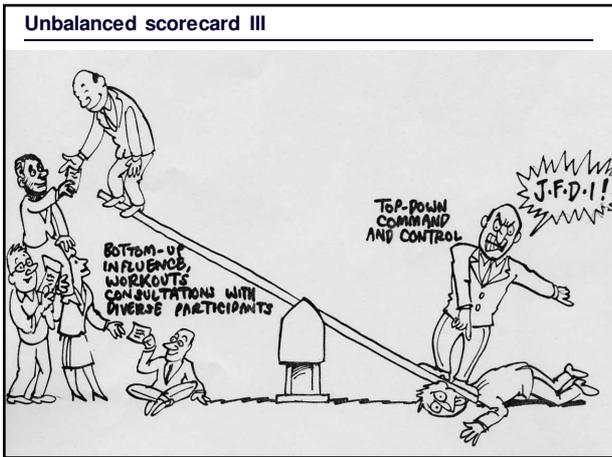
Servant Leadership (Greenleaf)

“Social Media are enabling Servant-Leaders to perform better”

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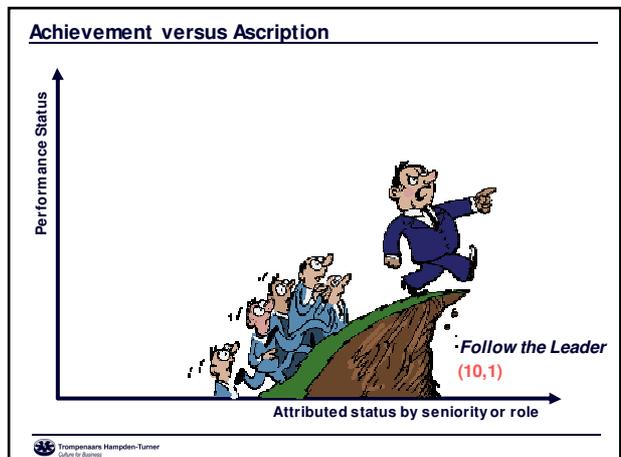
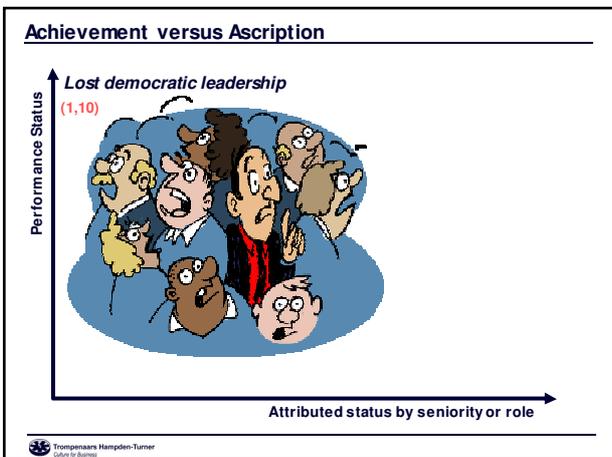
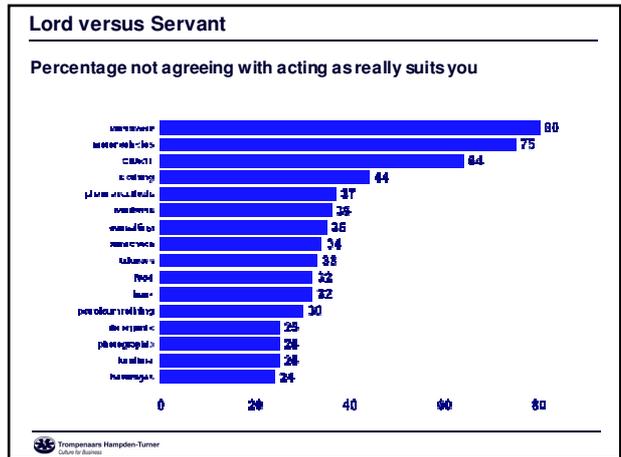
- Servant versus Leader**
- Dependence versus Independence**
- High Tech versus Hi Touch**
- Control versus Let Go**

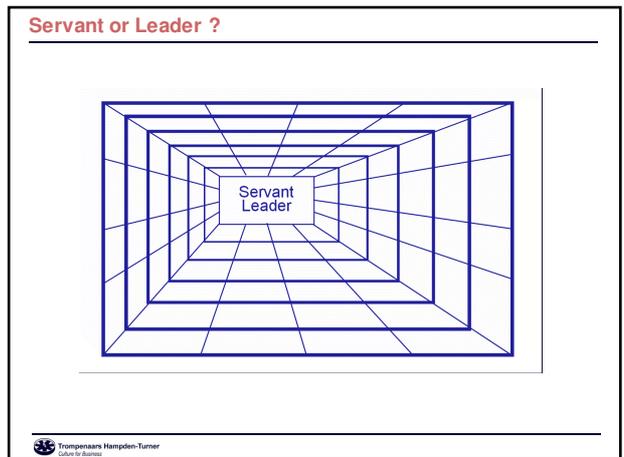
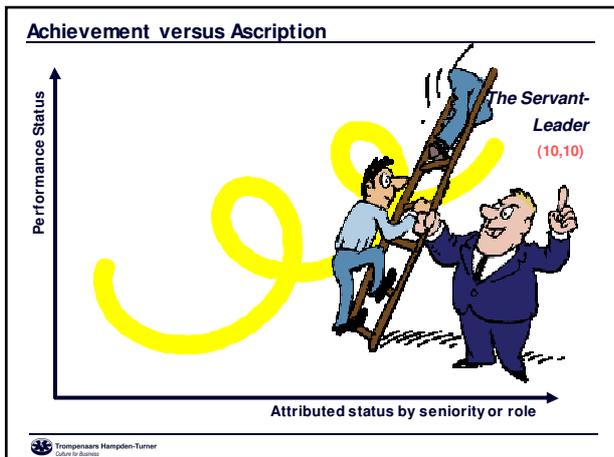
- 01 **Servant versus Leader**
- Dependence versus Independence
- Control versus Let Go
- High Tech versus Hi Touch



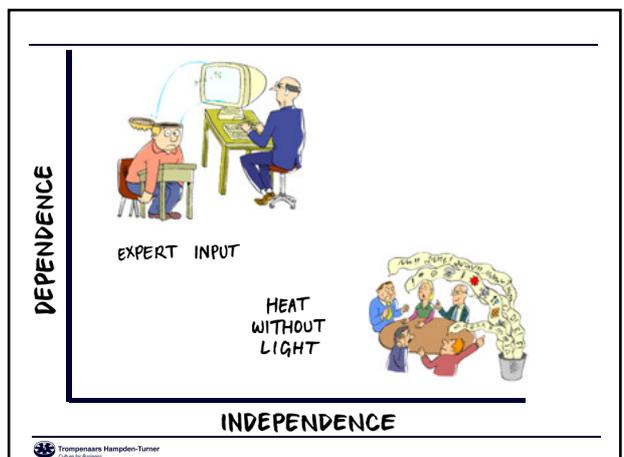
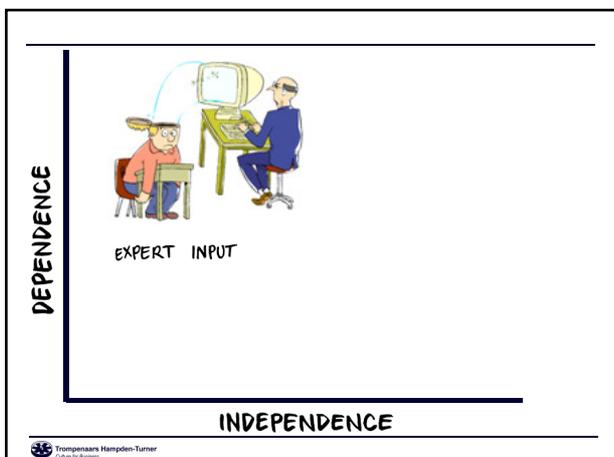
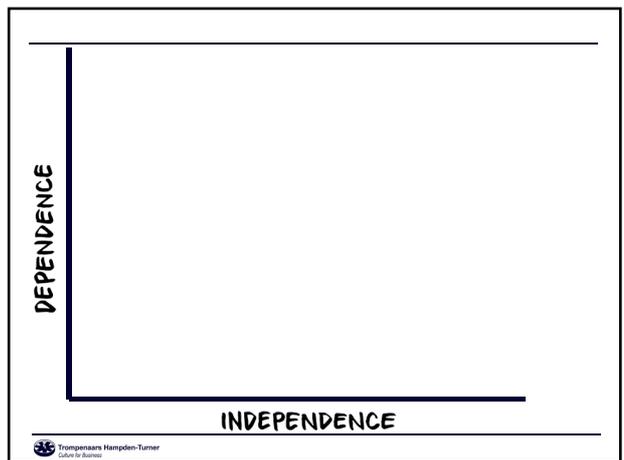
Lord versus Servant

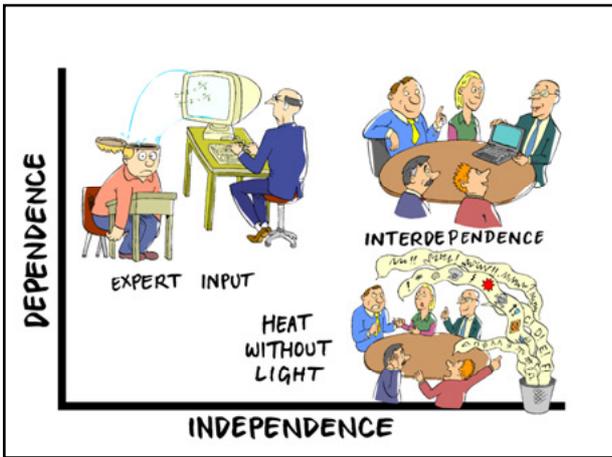
The most important thing in life is to act as really suits you, even if you don't get things done





- Servant versus Leader
 - 02 **Dependence versus Independence**
 - Control versus Let Go
 - High Tech versus Hi Touch
- Trompenaars Hampden-Turner
Cultural Business





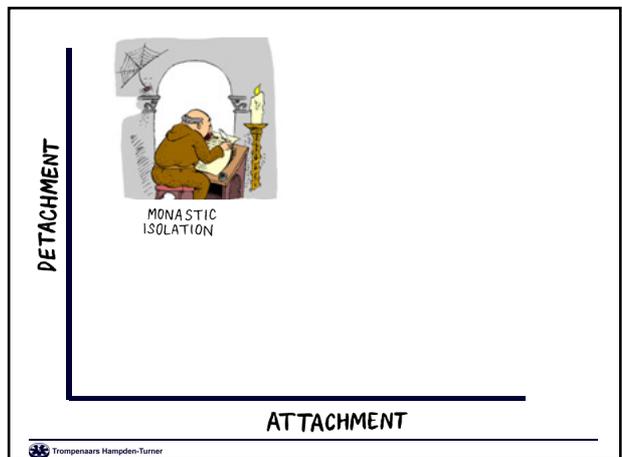
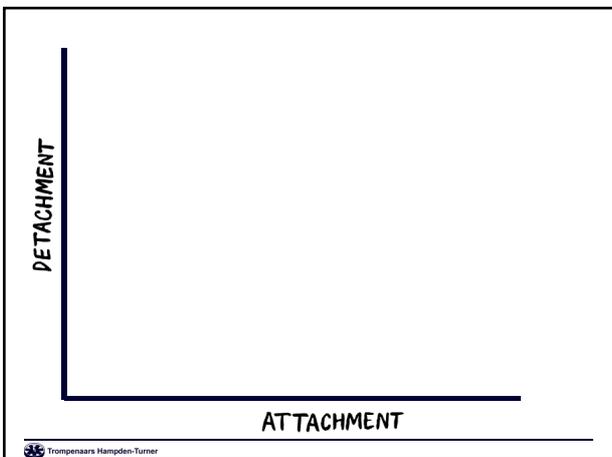
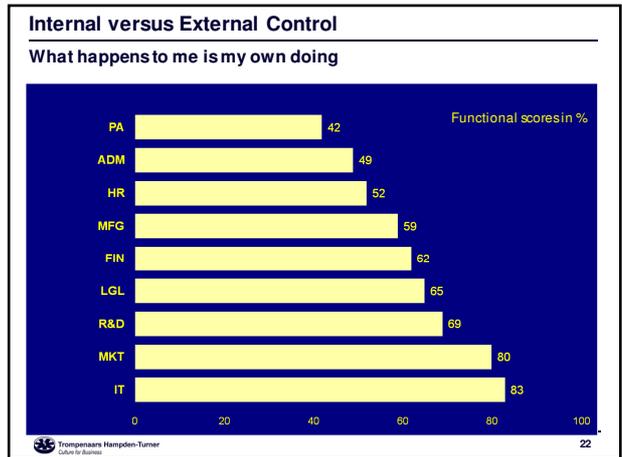
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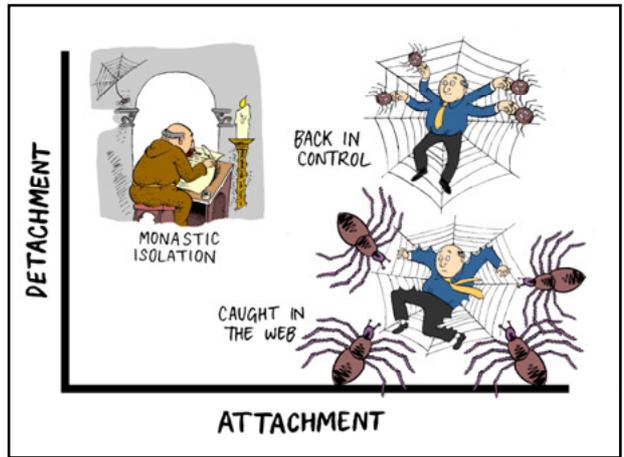
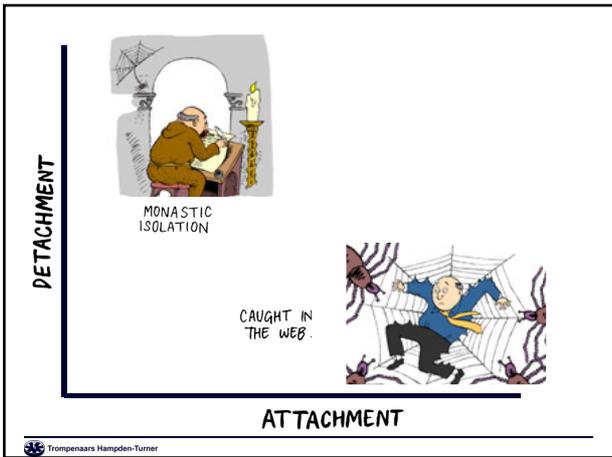
Internal versus External Control

A. What happens to me is my own doing.

B. Sometimes I feel that I do not have enough control over the direction my life is taking.

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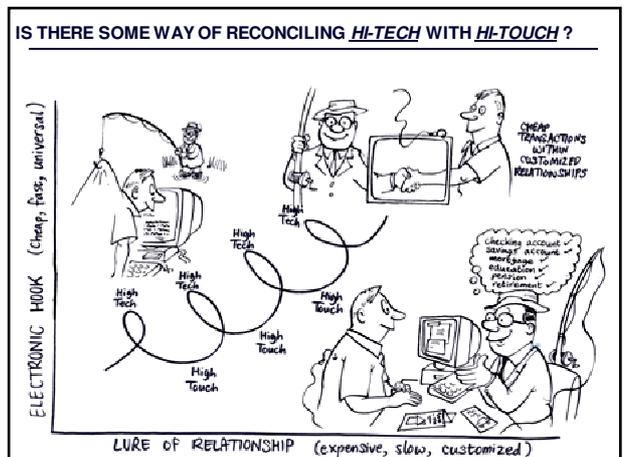
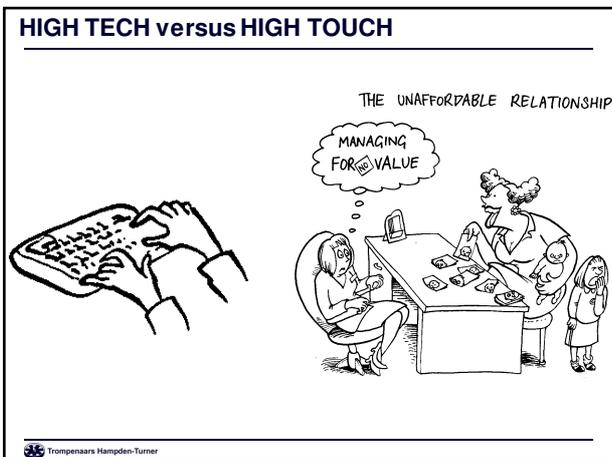


Core Proposition

"Servant-leaders have the propensity and competence to help organizations reconcile dilemmas across cyberspace for better performance"

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- Servant versus Leader
- Dependence versus Independence
- Control versus Let Go
- 04 **High Tech versus Hi Touch**





Building online (learning) communities: a call for servant-leadership

Part II of Introduction by Fons Trompenaars and Sylvia van de Bunt-Kokhuis
3 October 2011

Building community

Sense of belonging

Trust

Awareness

Followers and their servant-leaders; sense of belonging



Arab Open University – case

- n *Bridging the Gap in Digital Divide*, by dr Ahmad Fadlallah, Arab Open University, Lebanon Branch
- n Fourteenth Cambridge International Conférences on Open, Distance and e-Learning, 26 September 2011 (slides courtesy)

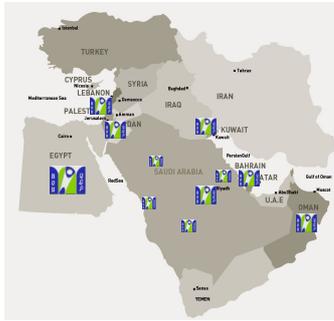
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Arab Open University – Some facts

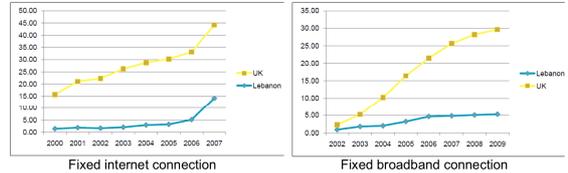
- Some facts
 - NPO
 - Supported by AGFUND (Arab Gulf Program for United Nations Development Organization)
 - Seven branches
 - Five faculties
 - Business Studies
 - Computer Studies
 - Language studies
 - Education studies
 - General studies



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ODEL vs. digital divide: who wins?

- AOU–Lebanon vs. UKOU students
 - Internet accessibility



number of internet subscriptions per 100 inhabitants in Lebanon and UK (ITU, 2011)

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AOU case: finally

- The internet access barrier hinders ODEL's role in promoting social justice at (inter)national levels.
- One can find it legitimate to think that: to profit from ODEL, one should live on the "right side" of the digital divide.

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THANK YOU!

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PASSWORD **SLCyberspace2011**

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