

UNDERSTANDING THE ROLE OF

VIRTUAL LEADERSHIP



Only **15%** of corporate leaders are effective in leading teams across cultures and countries in remote conditions

Challenges



Lack of face-to-face synergies and social interactions



Monitor technology and channels to remain competitive



Difficulty in communication and conflict management



Concern with predictability and reliability

Advantages



Access to global talent pool



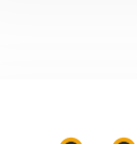
Promote diversity through multicultural point-of-view



Collaboration with teams for increased productivity



Flexibility allows higher retention rates



Business scaling becomes convenient



Recommendations



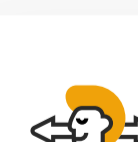
Provide required training for participation of the workforce;
Don't rely on seamless transfer through traditional work best practices



Overcome communication barriers across cultures, time zones and languages;
Create trust and cohesiveness to identify common goals and business objectives



Develop a skills matrix, accessible to all;
Useful to understand team diversity and build trust based on competency



Enhance team's experience through equal opportunity to learn;
Ask for feedback to contribute and make everyone feel important to the growth

