



IMPORTANCE OF  
**IT LEADERSHIP**  
FOR BUSINESS SUCCESS

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PREPARED BY

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*IT LEADERSHIP*

# WHAT MAKES A GREAT IT LEADER?

IT Leadership is a crucial ingredient to success. That's why it's a buzzword, not just in IT industry but in every industry. From education to sales and IT, everyone praises leadership as an admirable skill.

IT Leadership is influencing others to a direction that is important for the organization.

Leadership is about causing movement from one place to another which is considered better. But what does it take to be a good leader? Is it something that any person can learn? Here are the characteristics of effective IT leadership and its results:

## COMPELLING QUALITIES

A good leader is a person who displays great character. They are trustworthy, kind, honest, dedicated, hardworking, and uphold the morals of the business they represent. This person has integrity, a sound knowledge of what it means to be responsible, and a drive to do more. A leader knows how to demand respect, while showing they that know how to give it, equally. They have a passion for the type of work they are conducting, becoming enthusiastic over their accomplishments as well as the accomplishments of those around them.

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# CHARACTERISTICS OF EFFECTIVE IT LEADERSHIP

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Effective leadership is even more needed as technology moves faster and impacts every aspect of life. Motivating employees and steering the company into the proper direction requires the skills, talent, and gift of leadership. Here are outstanding qualities of an effective IT leader:

## 1. LEADERSHIP THRIVES IN UNCERTAINTY

Leadership is a necessary skill during uncertainties because it serves as the light on the dark path. Leadership not only “tells” the way, it “lives out” and “shows the way.”


In challenging times such as the pandemic, organizations experience uncertainty and most are looking up to tech industry for solutions. True leaders in the IT industry recognize the realities of uncertainty and act towards making solutions. Because of the pandemic, many companies in the IT industry experienced exponential demands.

As a leader in the IT industry, we recognize the real challenges and ramifications brought by the pandemic. We put ourselves on our “clients’ shoes” and position ourselves to be a trusted support.

Because of these uncertainties, we have come up with these IT solutions amid uncertainties:

- An IT leader helps prepare your business amid the uncertainties
- Within uncertainty, an IT leader provides clarity, communication, and smart advice

IT leadership explores, assesses the situation, meditates, and practices the principles. Leadership is a more effective way to influence a following than bossing around for a leader says, “let’s go” rather than “go, or else, you’re fired.”



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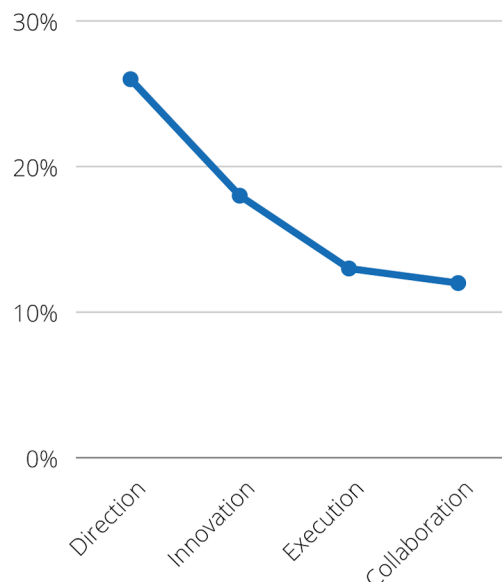
## 2. LEADERSHIP KNOWS STRENGTHS AND WEAKNESSES

Leadership does not automatically spell success. A leader is not the only person to perform well, nor is he the one with the best education, or who simply takes over projects.

A leader is a pioneer who has the ability to see both the strengths and weaknesses of the team and its members, but also the strengths and weaknesses of him/herself. This person(s) possesses the unique ability to look within while feel uncomfortable.

An IT leader identifies and focuses on his strengths. For the skills that are not his focus or forte, or the areas where he is weak, **he outsources them**. IT Leadership involves the business strategy where you entrust certain operations to the hands of professionals so you can focus on your core business.

It's about hiring experts to maintain your focus. Outsource technology include internet systems, phones, servers, help desk, desktop and device maintenance, and more. In the IT world, complacency is dangerous. Complacency paves the road for security breaches, data disasters, intrusions, and user errors. Leaders know the risk before the breakdown and develop preventative strategies and maintenance to reduce or eliminate the threat. As a result, customer interaction improves, employee education and awareness increases, productivity expands and costs remain low.



TOP 4 BEHAVIORS  
FOR LEADERSHIP EFFECTIVENESS

SOLVING PROBLEMS EFFECTIVELY

SEEK DIFFERENT PERSPECTIVES

STRONG RESULT ORIENTATION

BE SUPPORTIVE

FOCUS ON FORTE  
**WEAK AREAS,  
OUTSOURCE**

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### 3. LEADERSHIP IS COLLABORATION

Leadership is not a one-man band; it is a collective effort of many. Yes, in times of stagnant negotiations, cyclical brainstorming, and inter-team conflict, one person tends to take the reins and guide the group toward a beneficial outcome, but it is more than that. Leadership knows each person at the table brings a unique perspective, background, culture, education, and insight to the business.

Leadership within an IT company taps into the differences to unify the team and/or the company and to develop distinctive ideas and strategies. A leader recognizes the need to use business tools that can help his team improve collaboration.

The IT industry benefits from networking and collaboration skills. The leader(s) creates a diverse and analytical culture that nurtures innovation, awareness, and insight.

IT is a complex structure and it takes a team of leaders to make it manageable and secure for all those who embrace it. IT teams with effective leaders use the skills of many to develop strategic IT plans and designs for everyone else.



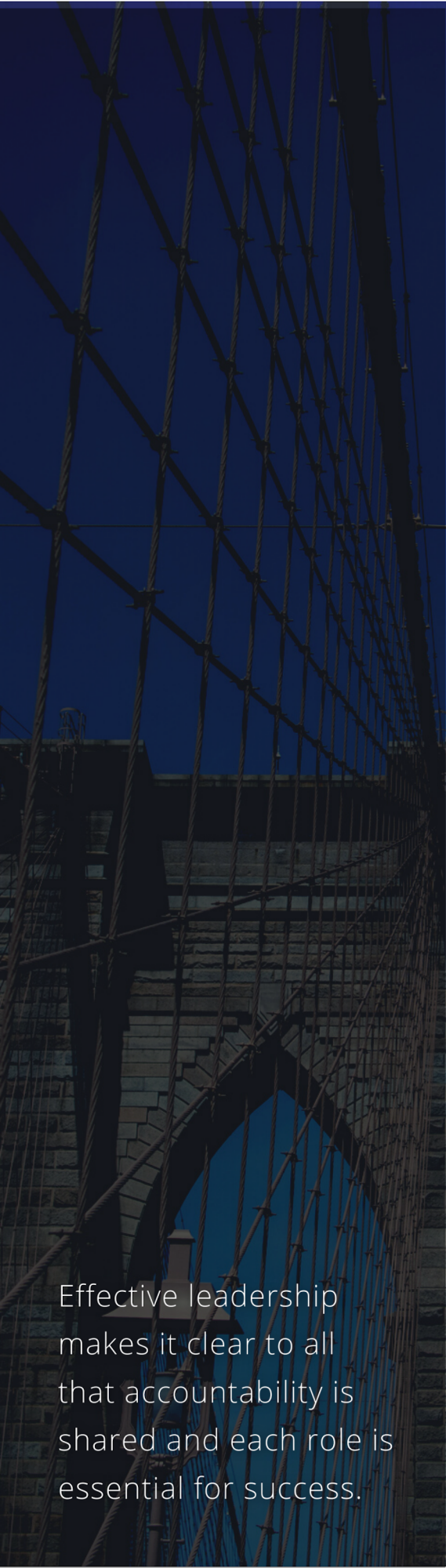
Effective leaders use the skills of many to develop strategic IT plans and designs for everyone else.

## 4. LEADERSHIP IS ACCOUNTABLE

Leadership divides the labor among many, which instills a sense of ownership and accountability throughout the industry. Leadership skills are not about discipline and shame, but acknowledgment and growth to help the team members and the company.

Effective leadership makes it clear to all that accountability is shared and each role is essential for success. IT leaders do so by raising the bar, establishing standards, and instituting a safe place. When leaders validate the roles of the team members, by promoting happiness and a healthy working environment, personal attention and accountability naturally follow. In the IT industry, accountability establishes a connection between the person and/or team and IT.

No one person can do it all, and IT leaders surround themselves with people who are willing to share the burden to protect the integrity of the system, the security of the clients, and the droves of data collected within the system.



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## 5. LEADERSHIP IS CONTINUOUS LEARNING

An effective leader in IT is one who harbors a drive to learn, to make mistakes, and to tap into the knowledge of others. IT is a fast-paced industry. The rate of change is unlike any other industry. The pressure to control rising costs, and the demand for innovation hovers over the IT industry daily. Leadership is the willingness to learn, to adapt and to re-invent. This permits the IT industry to flourish, to comply with regulations, to adapt to change, and most importantly, to remain engaged.



DRIVE TO LEARN



STOMACH  
MISTAKES



INNOVATE



RE-INVENT



ADAPT



REMAIN  
ENGAGED

# BENEFITS OF GOOD LEADERSHIP

An effective leader has the ability to transform a team or an entire company, and many times, it is a collaborative effort shared among many. Leadership dramatically affects success in the IT industry.



## 1. UNIVERSAL SENSE OF UNDERSTANDING IS DEVELOPED WITHIN THE COMPANY.

A good leader promotes and endorses communication, which in turn allows all team members to be on the same page in terms of goals, visions, and ideas. This will also result in a greater chance for expansion of business as through communication, individuals will become aware of their strengths and weaknesses and will be better equipped to adjust accordingly.

## 2. PRODUCTIVITY WILL INCREASE

Good leaders know how to delegate and properly break up the workload amongst individuals, often granting those with the necessary skills, tasks that are appropriate for them. This will enable the workday to flow easily and efficiently while increasing product output and success.

## 3. CONFIDENCE GROWTH AMONG TEAM MEMBERS

Good leaders act as moral support, and morale builders. They are able to see when someone is struggling with a task, and offer the right amount of guidance. In addition to this, they are suited with the skills to promote achievement and celebrate accomplishments. This type of positive feedback results in establishing a sense of capability in the minds of the individuals they work with.

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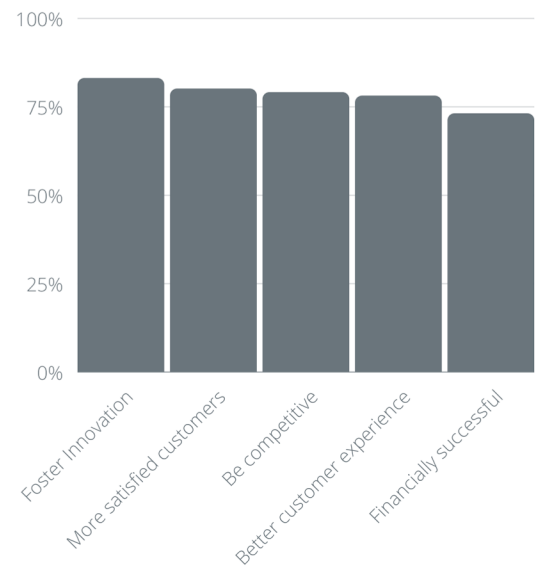
## 4. PROMOTION OF CREATIVITY AND INNOVATION.

Good leaders are aware of the importance of expansion in respect to mentality. They understand the need for creativity and how that attributes to innovation. By endorsing and allowing their team to pursue individual ideas and concepts, they are creating potential for unforeseen successes that could benefit the company as a whole.

**A good leader benefits a business immensely. They open new doors and provide the company with ways to expand, broaden, and advance productivity and profitability.**

Not only do they influence the company, but they inspire their teammates as well. Thus, effectively guaranteeing that the business as a whole is transformed for the better.

**A business that invests in creativity and innovation is more likely to:**



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