

DIGITAL LEADERSHIP IN A HYBRID WORKING ENVIRONMENT

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ABSTRACT

This article examines digital leadership in the hybrid working environment in more detail with the help of a literature review. The following findings result from the theoretical analyses: The digital transformation, the corona pandemic and the climate crisis have reinforced the introduction of hybrid working. Hybrid working brings enormous benefits such as better work performance, well-being and work-life balance. However, there are also numerous challenges, especially for managers. In order to successfully embed location- and time-flexible working in the company's digital transformation and to avoid social erosion, digital leaders must above all strengthen networking and communication. In addition, rules and regulations can be developed together with employees to define how to manage remotely, prevent lax working practices and achieve results-orientated work. If well-organised and moderated hybrid meetings are held, the potential risk of social erosion triggered by hybrid working can also be minimised.