# Jisc

# Building digital capability:
# Being an effective digital leader

This is a version of the Jisc 'Six Elements of Digital Capabilities' model, specifically to support Jisc's offer in the area of Digital Leadership. It is one example of the base model being used in a particular context and is not meant to be definitive.

| | |
|---|---|
| **ICT proficiency** | Adopt and adapt digital devices, services and applications to meet your professional needs. |
| | Use digital applications/ services to manage time and tasks and to support personal productivity and efficiency. |
| | Stay up to date with organisational systems. |
| | Know how to find workarounds, switch devices/services/applications and recover from technical failures. |
| | Model confident use of digital technologies to manage, support and enable. |
| **Information, data and media literacy (critical use)** | Scope, search, find, review/ evaluate, manage and share information relevant to your organisation and role. |
| | Use digital systems and services to access organisational data. |
| | Use organisational data effectively to support planning and decision making. |
| | Use digital media persuasively to communicate within and beyond the organisation e.g. via presentations, online reports, data visualisations, digital audio and video. |
| **Digital creation, innovation and scholarship (creative production)** | Lead or create opportunities for organisational research using digital tools and data. |
| | Use the outcomes of organisational research for decision making. |
| | Lead organisational change initiatives. |
| | Model a creative, innovative approach to digital challenges and opportunities. |
| **Digital communication, collaboration and participation (participating)** | Lead, influence and participate in online communities of practice related to your role. |
| | Build personal networks via e.g. Twitter, LinkedIn. |
| **Digital learning and personal/ professional development (learning)** | Plan for and undertake your own learning/professional development. |
| | Share expertise via online communities of learning/practice. |
| **Digital identity and wellbeing (self-actualising)** | Develop a coherent, effective online identity as a leader/manager. |
| | Contribute to creating a healthy place to work with digital technologies |
| | Contribute to developing inclusive practices with digital technology e.g. via accessible communications. |
| | Model good practice in minimising digital distraction/ overload and enabling a good work-life balance. |
| | Articulate personal values for technology use. |

**Digital capabilities:
the six elements**



Information,
data and
media literacies

Digital creation,
innovation and
scholarship

ICT proficiency

Digital identity
and wellbeing

Digital
learning and
self development

Communication,
collaboration and
participation