

All rights reserved. The scanning, uploading,
and distribution of this book without permission
is a theft of the author's intellectual property.
If you would like permission to use material
from the book (other than for review purposes),
please contact mylib@alpina.ru.

© 2023 by O. Nabok

© 2023 by Alpina PRO LLC

ISBN 978-5-206-00248-5

Translated and edited by Alpina PRO in cooperation
with Frankie Edwards

Design by Tatevik Sarkisyan

TABLE OF CONTENTS

INTRODUCTION	5
--------------	---

01 STRATEGIC DIGITAL MANAGEMENT

Chapter 1	8
Transformational leadership in a new reality. Changing the evolution of leadership competencies	
Chapter 2	22
Thinking innovatively, tapping into hidden resources, and scaling from within	
Chapter 3	26
Trends in change management within a digital environment	

02 10 STRATEGIES FOR A SUCCESSFUL MANAGER IN A DIGITAL ENVIRONMENT

Chapter 1	40
Involving the team in strategy development	
Chapter 2	52
Corporate culture as a driver of innovation. Laying the foundation for organizational improvement and development	
Chapter 3	62
IT as an active element of the value chain. Modifying operational models and bypassing the pitfalls of digitalization	
Chapter 4	76
Flexible organizational design. Removing excessive management levels and building a committed cross-functional team based on the continuity of expertise	

Chapter 5 _____ **94**
Riding the wave of change. Preparing the team
for transformation and improving the quality and
speed of changes through dynamic analytics

Chapter 6 _____ **112**
Digital HR. Boosting team productivity in a digital
environment

Chapter 7 _____ **122**
Internal marketing. Creating focus and shared values
within the team

Chapter 8 _____ **140**
Competencies and coaching. Building an evolving
environment that fosters the growth
and self-motivation of teams

Chapter 9 _____ **162**
Preventing emotional burnout. Fostering effective &
non-toxic teamwork communication and role models

Chapter 10 _____ **174**
Sustainable development concept and social responsibility
as elements of strategy. Striving to strike a balance between
societal benefits and the organization's interests

03 ORGANIZATION AS A SYSTEM.
DEVELOPING IN CONDITIONS
OF UNCERTAINTY

CONCLUSION _____ **191**
ACKNOWLEDGMENTS _____ **192**