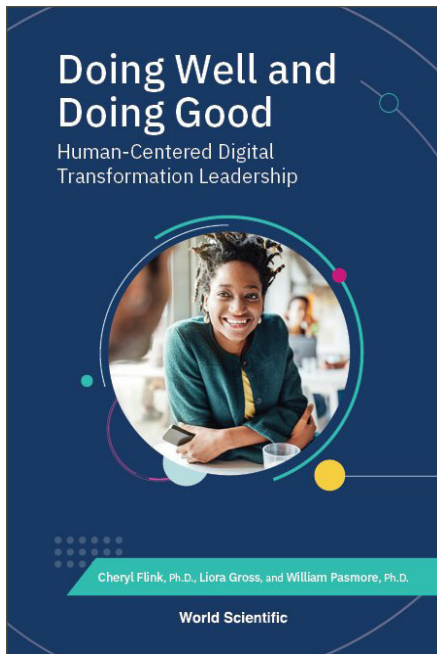


## Doing Well and Doing Good

### Human-Centered Digital Transformation Leadership



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### ABOUT THE BOOK

Humans stand on the brink of a technological revolution that will fundamentally change the way we live, work, and relate to one another. As digital transformation leaders, we have opportunities to shape that digital future to create both financial value and human value — balancing doing well and doing good. We must lead differently — but how? In this book, the authors introduce a new leadership model that surfaces the critical challenges digital transformation leaders encounter and the human-centered leadership capabilities that can be used to overcome them.

Using case studies, business paradigms, and new capability models, this book explores the unique responsibilities of digital transformation leadership within five leadership levels:

- The CEO, the Board, and the Executive Team: How can the senior leadership group establish a transformational mandate that creates the direction, alignment and commitment to ongoing technological change?
- Individual Leaders: What capabilities must all leaders develop to and understand and shape digital transformation as a process of strategic renewal? How can technology teams build psychological safety?
- Team Leaders: What are the critical goals that digital transformation teams must achieve, — and what are the polarities that must be managed across cross-disciplinary teams? — How does one balance them?
- Organizations: How do we know whether we are creating digitally-ready organizations that can adapt to the rapidly changing technological future?
- Societal: How do we lead ecosystems that create financial value through balanced capitalism while achieving positive human value?

Digital transformation leaders wrestling with the human issues behind conceiving, developing, and implementing innovation and technology will find a wealth of practical advice, provocative questions, and new thinking about how we lead. How shall we create an equitable digital future for all humans?

## READERSHIP

Executives seeking how-to models and best practices for creating successful digital transformation initiatives; all C-Suite levels particularly Chief Information Officer, Chief Digital Office, Chief Technology Officer, Chief Strategy Officer, and Chief Innovation Officer; leaders involved in digital transformation; technology sector.

## CONTENTS

- Why Human Centered DT Leadership Matters
- The Senior Leadership Group: Leading Meaningful Digital Transformation
- Individual Leaders: Leadership Foundations and DT Capabilities
- Formal and Informal Teams: Managing Polarities & Spanning Boundaries
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- Society: Unseen Consequences and Human-Impact Decision Making
- Equity, Diversity, and Inclusion in Tech: A Call to Action
- Case Study: Transforming Foster Care
- Case Study: Fostering Sustainable Mining
- Our Responsibility to the World
- Human-Centered Leadership Concepts and Definitions

## ABOUT THE AUTHORS

**Cheryl Flink** has held senior executive roles overseeing the intersection of technology, data, and analytics. Cheryl led the Center for Creative Leadership's Leadership Research and Analytics practice to create new evidence-based leadership research in the areas of equity, diversity and inclusion, team networks, resilience, and digital transformation. She now works with global organizations to establish systems and process for balancing technology investments that balance to the creation of financial and human value for their organizations and ESG commitments. Cheryl holds a PhD in social psychology from the University of Colorado.

**Liora Gross** leads the Center for Creative Leadership's Digital Transformation Practice, where she has earned a global reputation as a thought leader in future focused, digital leadership development. Since 2017, her focus has been on understanding the evolution of digital leadership and developing relevant leadership capabilities in new ways — through a combination of research and innovative practice. She advises senior client teams on how to prepare leaders for current and future digital disruption and how to create digital-ready culture shifts. Her experience covers a combination of corporate, academic and consulting roles with a focus on practical and innovative approaches to the discipline of leadership development.

**William Pasmore** holds the position of Professor of Practice at Teachers College, Columbia University and Senior Vice President at the Center for Creative Leadership where he advises CEOs, Boards and executive teams on developing top level talent and organizational transformation. As a thought leader in the field of organization development, William has published thirty-two books and numerous articles. His research includes projects aimed at helping leaders and their organizations fulfil their aspirations of doing well and doing good. Bill holds a PhD in Administrative Sciences from Purdue University.

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