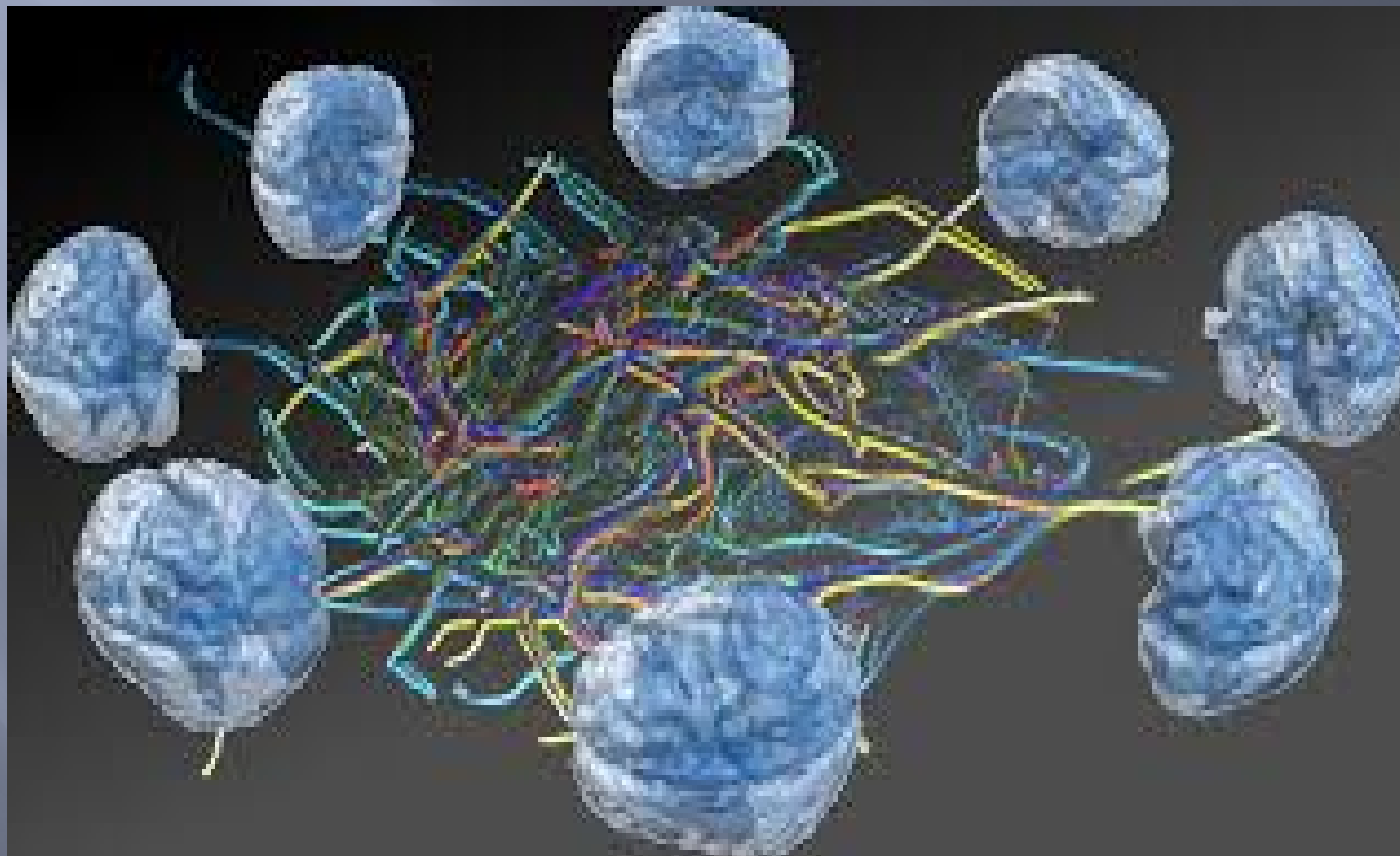


Global Brain Leadership Skills

—Greg Tuke

U of Washington, USA

Lecturer, International Faculty Trainer



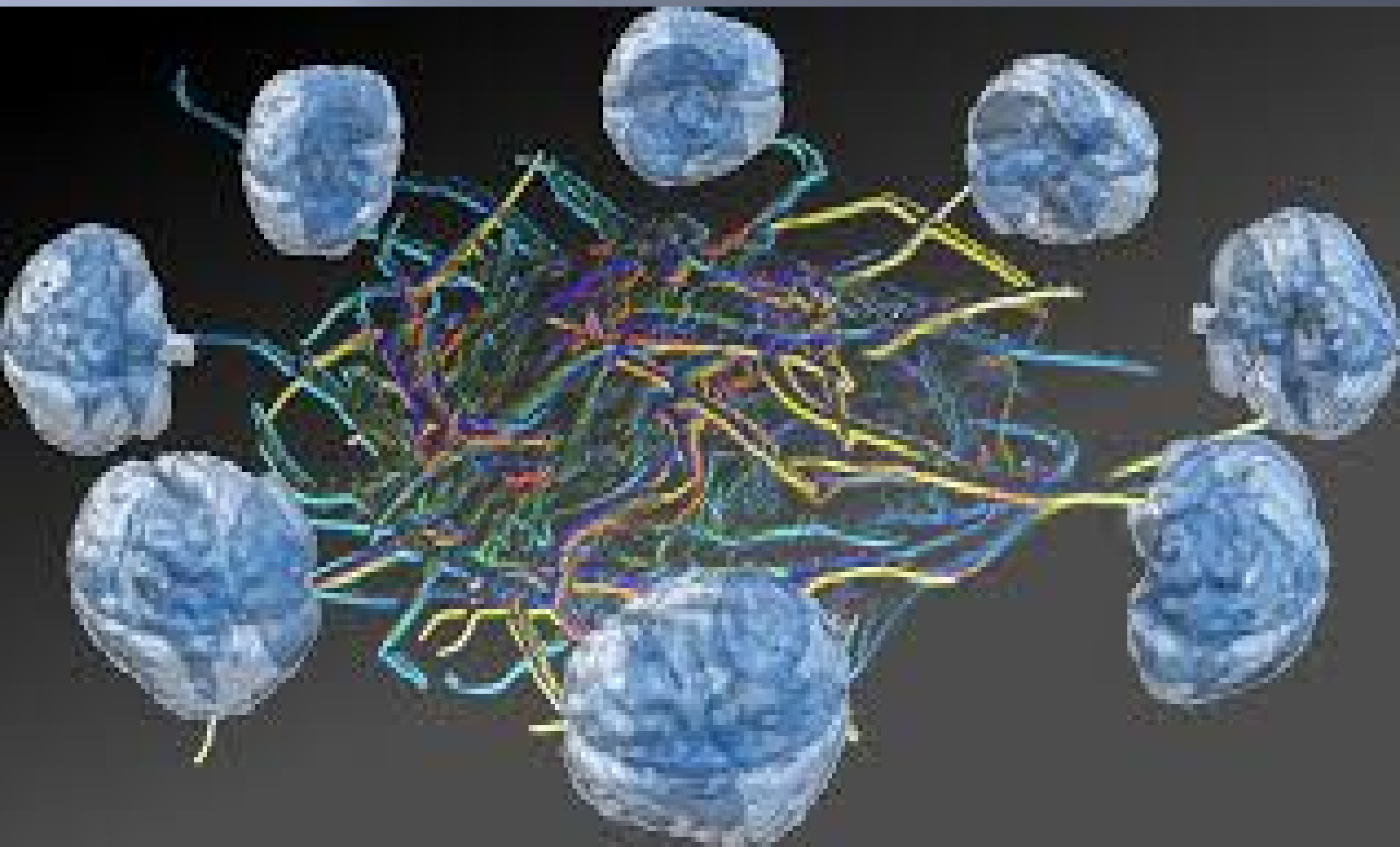
Agenda

- ▣ Three key skills for global leaders
- ▣ The Global Brain; what, why, how
- ▣ Getting started on your own global brain
- ▣ Virtual problem-solving tips
- ▣ Identifiers of a Global Brain, resource links

3 Leadership Skills

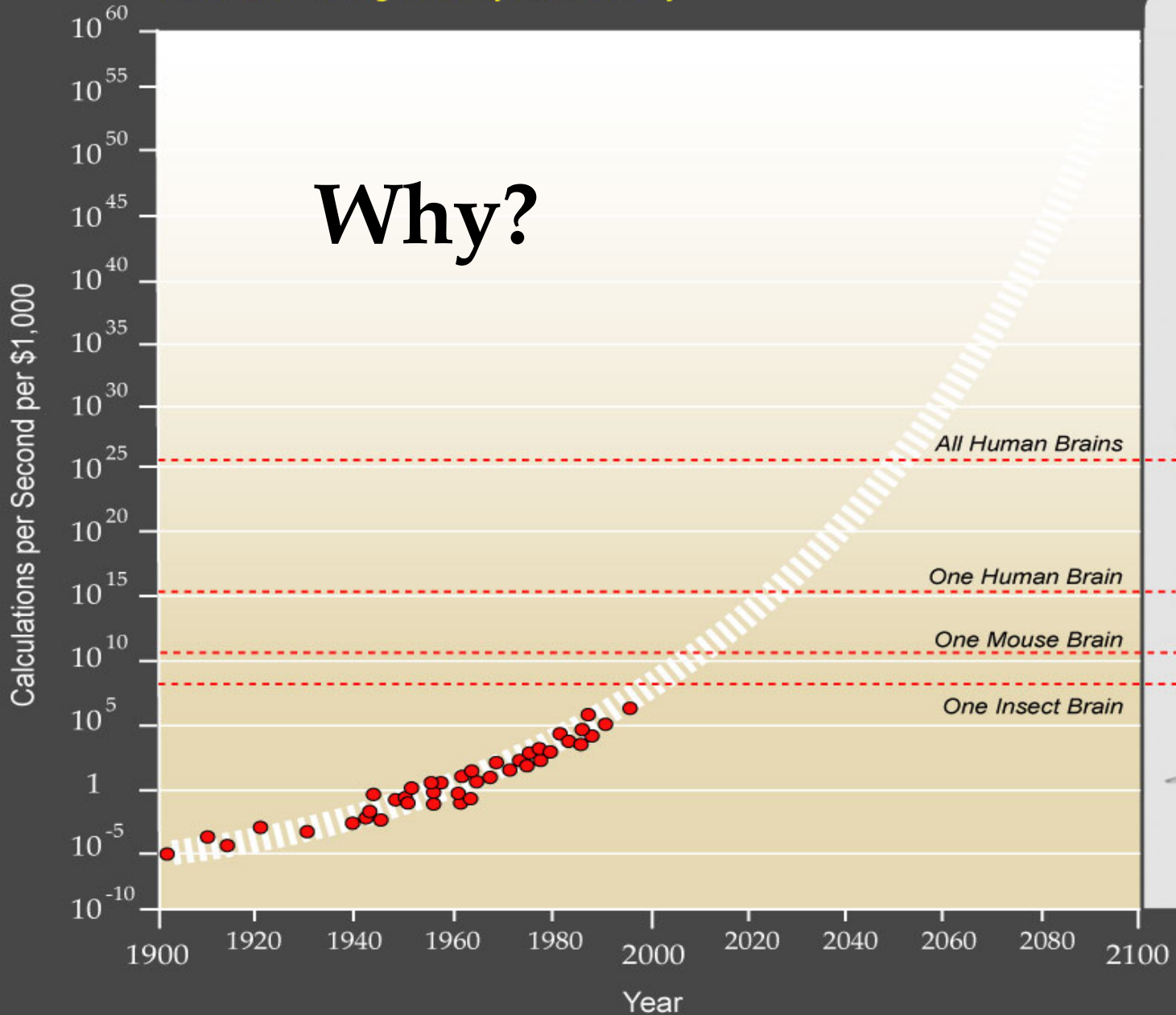
- ▣ Global Brain
- ▣ Virtual problem-solving skills
- ▣ Cross-cultural communication skills

What is it?



Exponential Growth of Computing

Twentieth through twenty first century



Logarithmic Plot



How do we develop it?



“One **drop** of practice
is worth more than
an **ocean**
of theories”





Problem -Solving

Co-Produce

Interact

Share

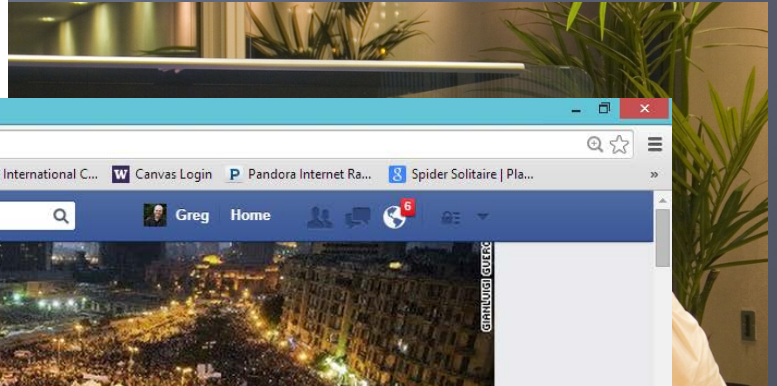
Study About

PYRAMID OF INTERACTION



Co-Creating Compelling Cause-oriented Videos

The Right Tool for the Right Job



The screenshot shows a Facebook browser window with the URL <https://www.facebook.com/groups/702835113091315/>. The group name is "Social Media Program FUE and Seattle University -Phase 2". The profile picture is of Greg Tuke. The main content is a large photo of a crowd at night. Below the photo are options to "Join", "Share", and "Notify". The "Write Post" section is visible, along with a "Add information about your group" button. A member profile for "Hatem Mohamed Fayez" is shown with a post from July 4 about "Happy independence day guys". The left sidebar lists navigation options like "News Feed", "Messages", and "Events", as well as a list of pages and groups.



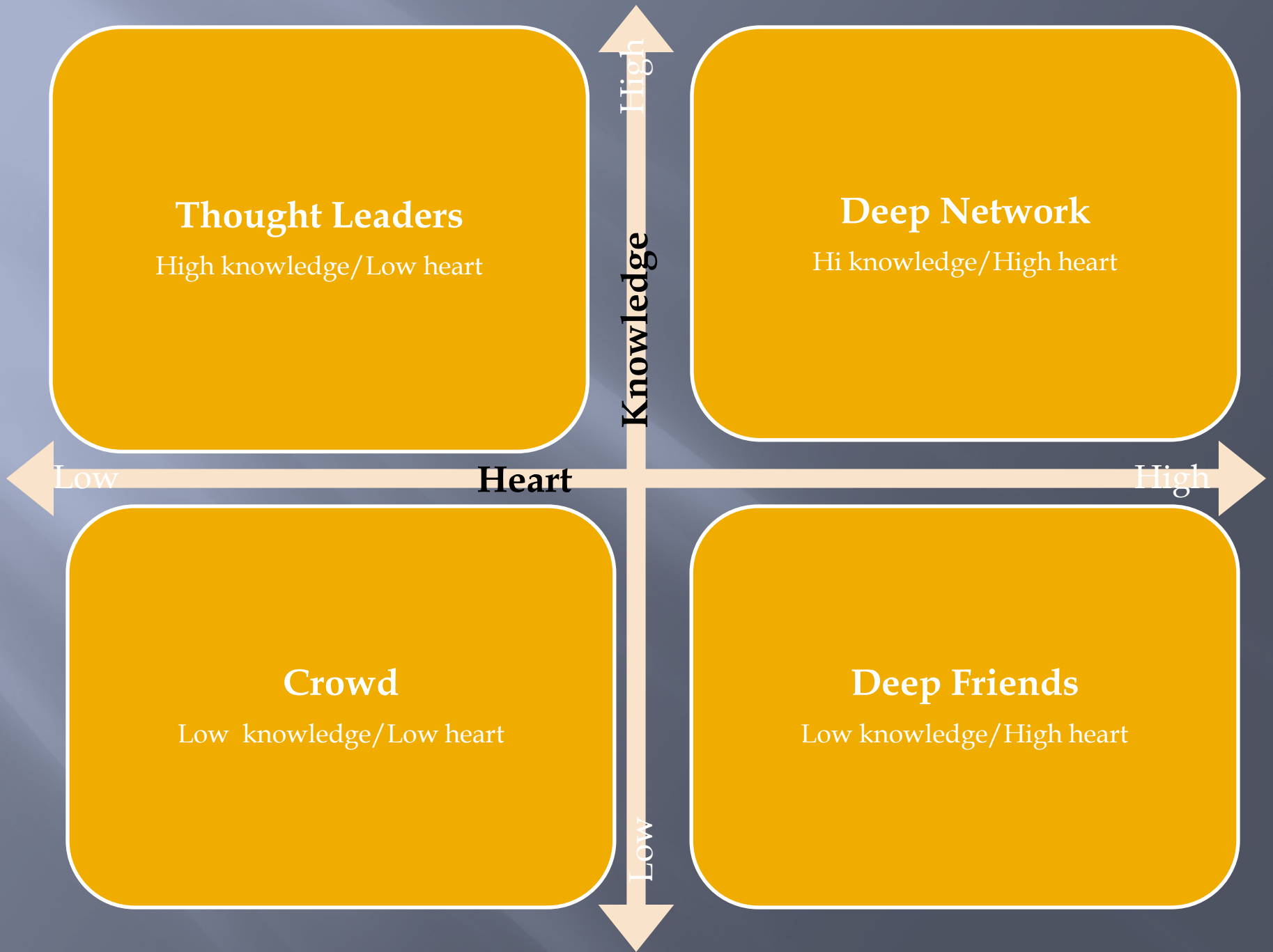
Global teams

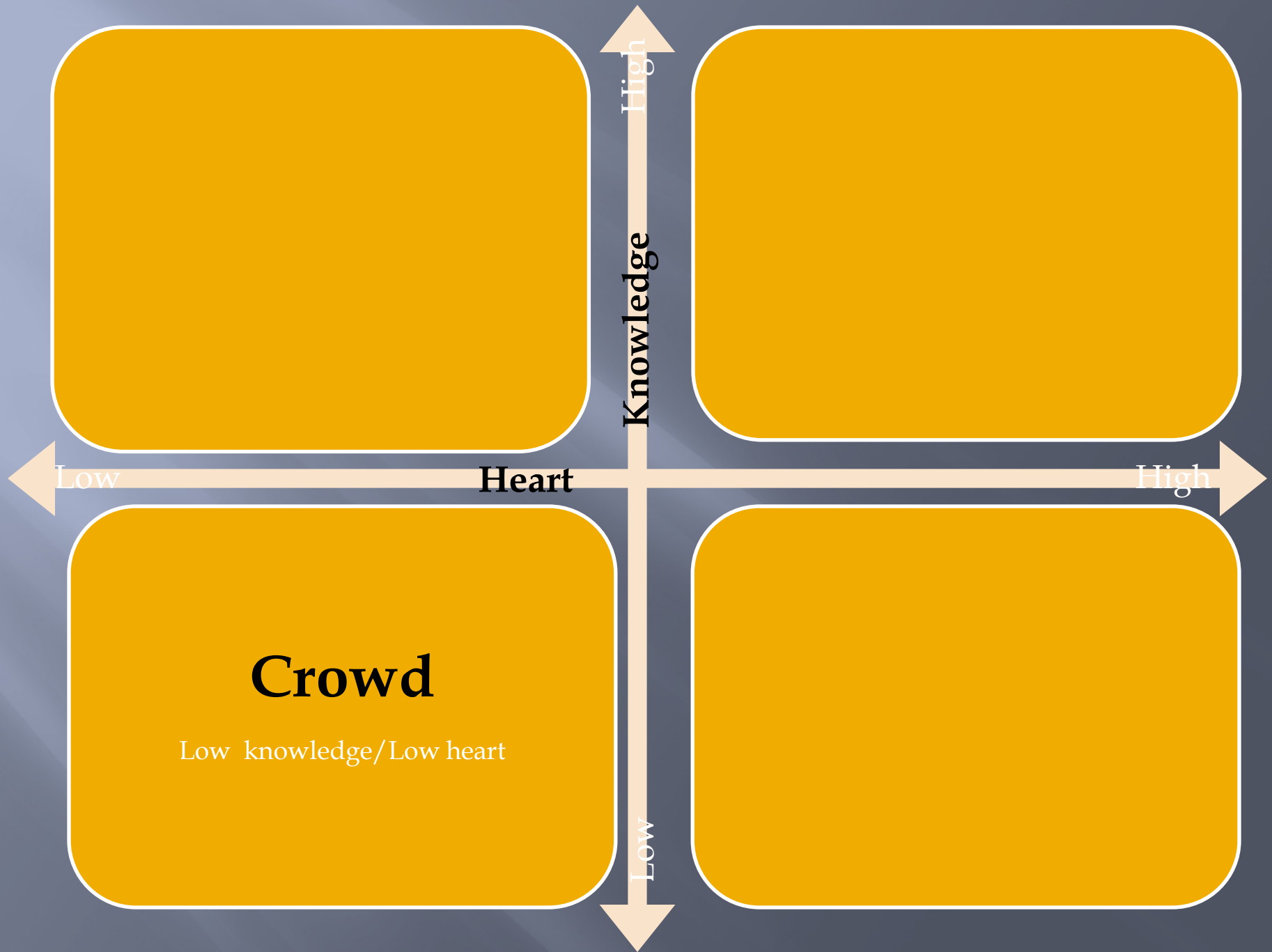


Large group









- ▣ *“Ask yourself not what the crowd can do for you, but what you can do for the Crowd.”-Jeff Howe*

4 types of Crowdsourcing

1. Crowd Wisdom
2. Crowd Creation
3. Crowd Funding
4. Crowd Voting

Thought Leaders

High knowledge/Low heart

High

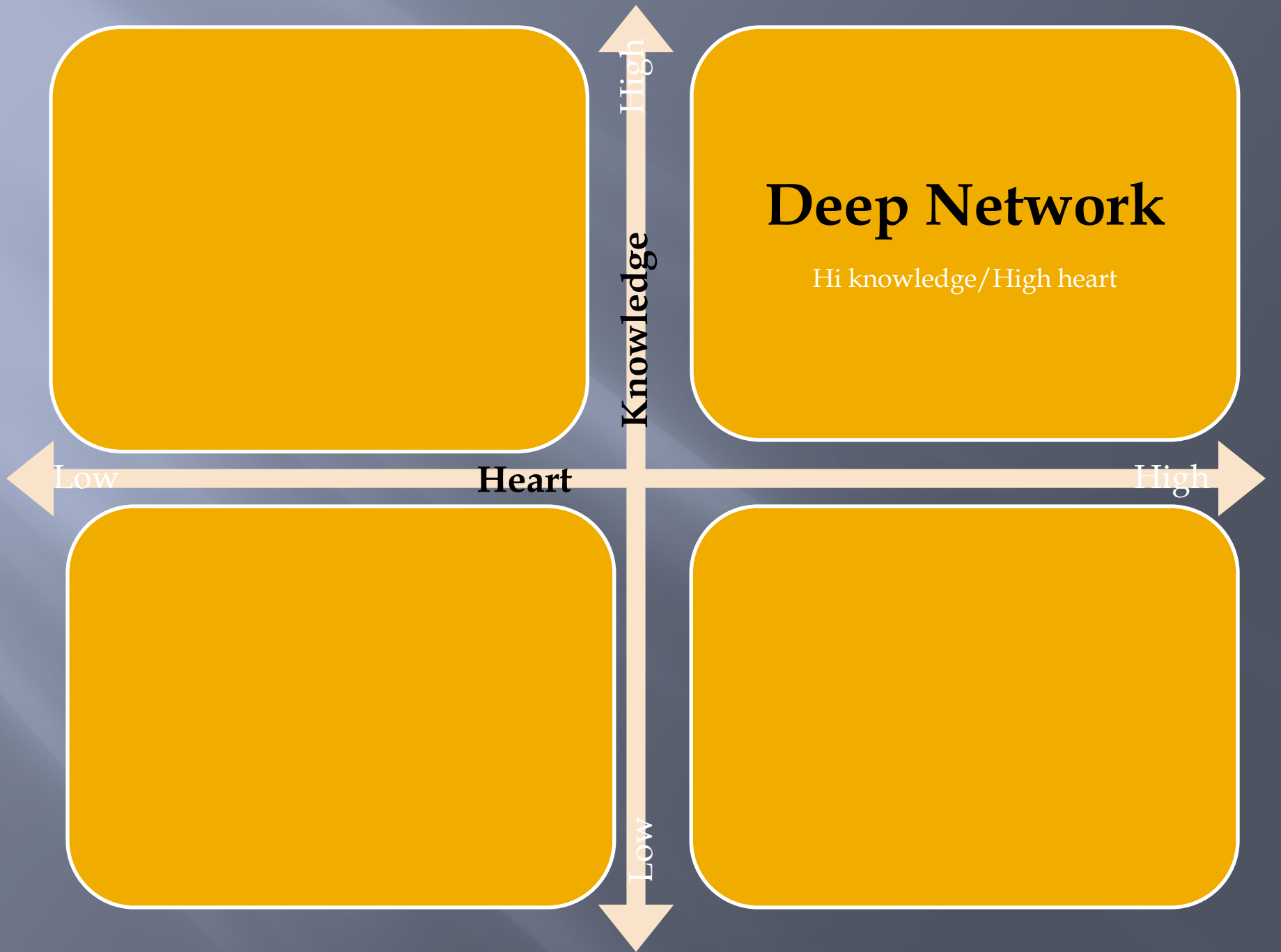
Knowledge

Low

Heart

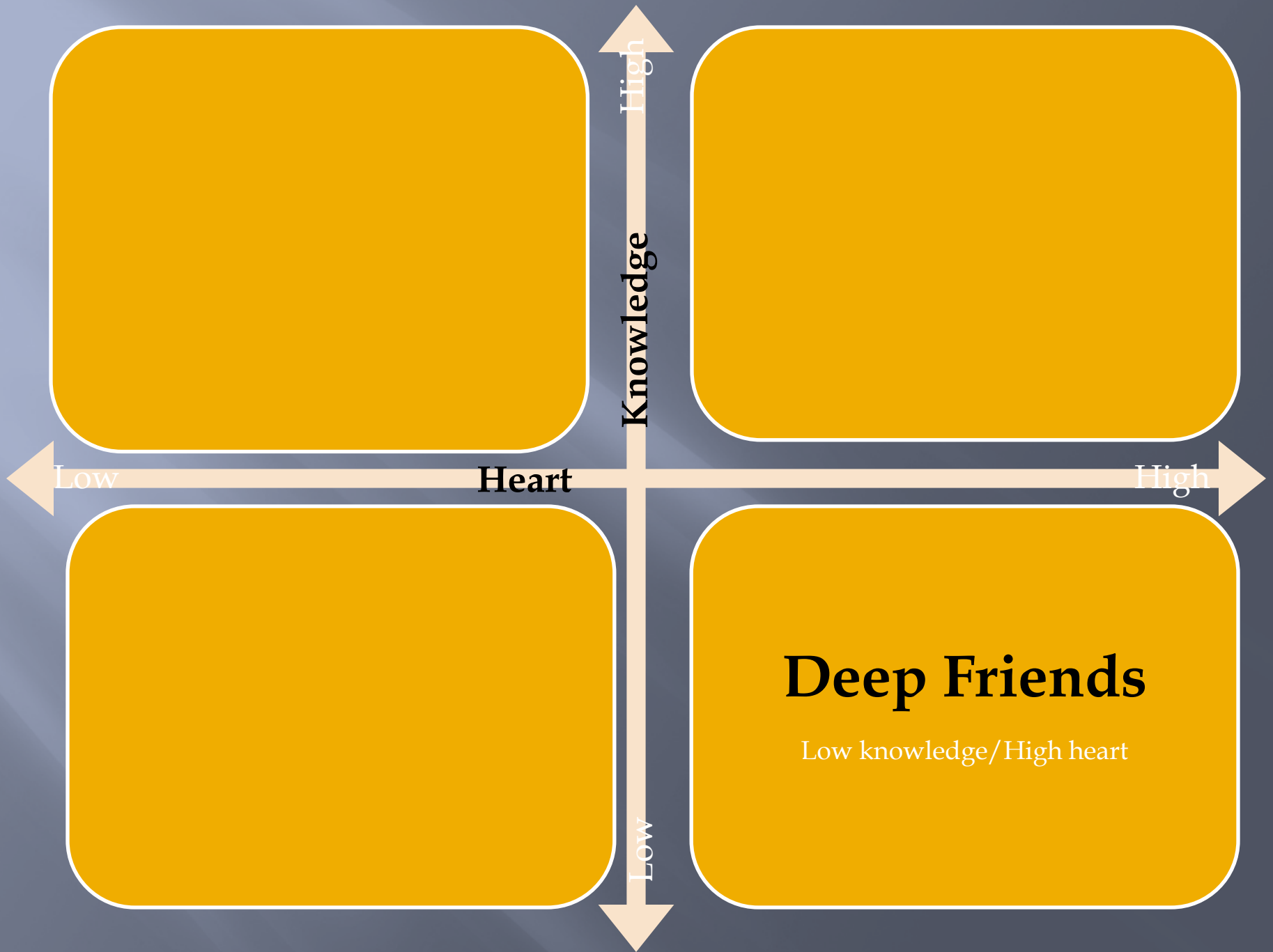
High

Low



Deep Network

Hi knowledge/High heart



Communicating with Strangers



Your advice to John and Paul?



We Can Work It Out

- Try to see it my way
Do I have to keep on talking till I can't go on
While you see it your way
Run the risk of knowing that or love may soon be gone
We can work it out
- Think of what you're saying
You can get it wrong and still you think that it's all right
Think of what I'm saying
We can work it out and get it straight or say good night
- Life is very short and there's no time
for fussing and fighting, my friend
I have always thought that it's a crime
So I will ask you once again
- Try to see it my way
Only time will tell of I am right or I am wrong
While you see it your
There's a chance we might fall apart before too long
We can work it out

Lessons

- ▣ “Change the way you look at things, and the things you look at change” -Wayne Dyer
- ▣ “Life is 10% of what you make it. And 90% of how you take it .” -Irving Berlin

5 Key challenges

1. We can never know the state of mind of another
2. We depend on messages that are only part of the truth
3. We have our own coding system
4. Our own state of mind slants stuff
5. We deceive ourselves in our belief in our own accuracy

Mistakes I have made

- ❑ Must understand our own way of perceiving (Iraq and Bush)
- ❑ We categorize people to predict. The broader the category, the more likely the misunderstanding. (Israel and Palestinians)
- ❑ Seek first to understand. Then be understood
- ❑ (not my style)
- ❑ Unpredictability lowers motivation. So set low bar of ability to predict. (
- ❑ Self-disclosure increases reciprocity (Russia)
- ❑ Make more, not fewer distinctions.

Golden vs. Platinum Rule

- ▣ “Do unto others as you would have them do unto you”
- ▣ “Do unto others as **they** would have you do unto **them**”

Effective communication characteristics: (Kleinjans)

- ▣ Sees people first and culture second
- ▣ Knows people are basically good
- ▣ Knows the value of other cultures as well as ones own
- ▣ Has control over visceral reactions
- ▣ Speaks with hopefulness and candor
- ▣ Has inner security

Skills

1. Ability to be mindful
 - New categories, new information, awareness of more than one perspective)
 - Stereotypes
 - Negotiate meanings
2. Tolerate ambiguity
3. Ability to calm ourselves (overcome cognitive distortion)
4. Ability to empathize
5. Ability to adapt behavior (example re: standing close to someone else)

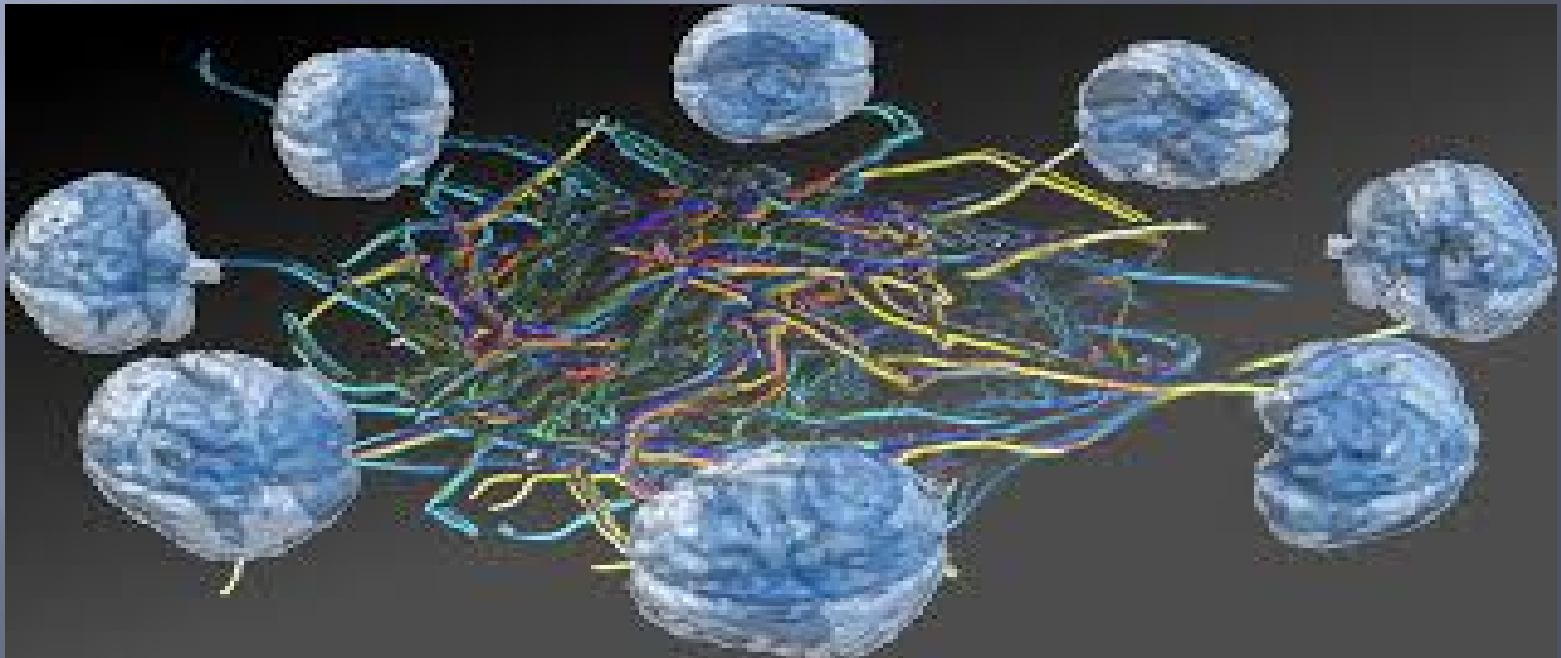
Global Brain Leadership Skills

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My Going Global website <http://www.tukeinternationalconsulting.com>

Artificial Intelligence: <http://waitbutwhy.com/2015/01/artificial-intelligence-revolution-1.html>

Communicating with strangers: <https://sites.google.com/site/cabrillocollegeculturalcottage/-communicating-with-strangers>



Links

- ▣ <https://www.youtube.com/watch?v=obz6Wlyi86o> For slide #8 entitled: How do we practice it?
- ▣ Music (audio only) to slide 13 Beatles:
<https://www.youtube.com/watch?v=-nP-3qEz83Y>