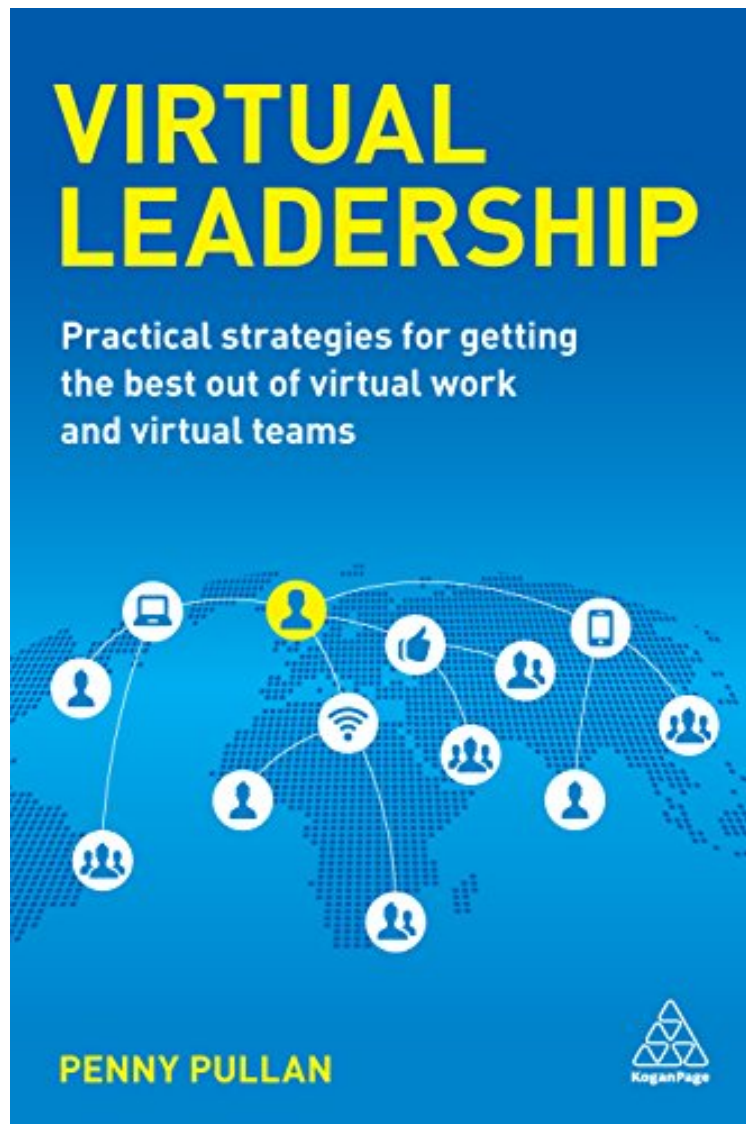


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## Virtual Leadership: Practical Strategies for Getting the Best Out of Virtual Work and Virtual Teams

*Penny Pullan*

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**Penny Pullan : Virtual Leadership: Practical Strategies for Getting the Best Out of Virtual Work and Virtual Teams** before purchasing it in order to gage whether or not it would be worth my time, and all praised Virtual Leadership: Practical Strategies for Getting the Best Out of Virtual Work and Virtual Teams:

2 of 2 people found the following review helpful. InterestingBy DarrenIngram\_dot\_comVirtual working is becoming ever-popular and even if your company still has all of its workforce in one or more physical locations, there is a good

chance that you may have some external and virtual service providers or contractors that require managing. Losing "control" is a fear for many managers, yet virtual working can offer many advantages to a company and make even management easier and more effective when correctly deployed. So this book gives timely, practical advice for those who have an existing virtual workforce as well as acting as inspiration or reassurance for those who have yet to substantially make a great leap into the world of virtual working. It is clearly written and focusses on the essential, core information that you may need to see over your existing operations (and management style) and hopefully nudge you into beneficial changes as required. There are clearly going to be some challenges with virtual working and these are mostly manageable. It can take a leap of faith for some, at least at the start, but it is not anything that you should shy away from. Virtual working is not yet a universal panacea, yet for many it can be a powerful, transformational and helpful way of working and many companies have yet to see the advantages that may be on offer. A book like this can give the metaphorical "lightbulb" moment! There is plenty of upside with this book and zero downside: at worst case you don't deploy or expand your virtual working but you will be much more informed about it in any case. It is a serious book on a serious subject, yet some welcome and powerful humour can shine through. There is an extensive series of references and further reading suggestions too, so the curious reader can certainly indulge themselves with plenty of additional reading around the subject. The book is incredibly detailed, perhaps a little too so, so do not feel too bad if you skip some bits whilst reading; yet there is a good chance you will be consulting this book several times so you may not miss out on things over time. It is not far-fetched to suggest that this book should be on the recommended reading list for many senior leaders and influencers; naturally, many others within a company may benefit from its advice too.

The future of work is virtual, with dispersed teams, telecommuting, remote working and virtual meetings becoming the norm in many sectors and industries around the world. At its best, virtual working can be productive and creative, tapping into the best people wherever they are and bringing skills and experience together efficiently and at low cost. But it can also lead to isolated and disengaged workers, ineffective communication, and uncoordinated and even counter-productive activity. Virtual Leadership discusses how leading a virtual team in our fast-paced world requires a new set of skills and a facilitative leadership approach. Virtual Leadership provides practical strategies, tools and solutions for the key issues involved in managing at a distance. How can I provide leadership, motivation and vision through virtual channels? How do I make virtual meetings effective, engaging and productive, and ensure actions are followed through? How do I create engaged and cohesive teams across distance, cultures and languages? How do I stop virtual team members silently checking out, distracted by local challenges and offline issues? With diverse case studies and examples, this is the essential guide to making a difference as a leader of virtual work.

About the Author Penny Pullan is Director of Making Projects Work. Her clients include Rolls Royce, UK Government, AstraZeneca, Capital One, Open University, Save the Children, and Christian Aid. She is the co-editor of Business Analysis and Leadership (Kogan Page).