

# DIGITAL STRATEGIST SKILLSET

fatih güner  
[twitter.com/fatihguner](https://twitter.com/fatihguner)

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IMPORTANCE



**DRIVE FOR RESULTS**

ACTION ORIENTED

TIME MANAGEMENT

BUSINESS ACUMEN

PRESENTATION SKILLS

DEALING WITH AMBIGUITY

LEARNING ON THE FLY

INTERPERSONAL SAVVY

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IMPORTANCE

PLANNING

CREATIVITY

DELEGATION



**DIGITAL STRATEGIST  
SKILLSET**

## DRIVE FOR RESULTS

- Deliver the results consistently
- Get things done on time
- Don't waste time and resources pursuing non-essentials
- Be organized, set priorities, don't underestimate timeframes
- **Be bold or committed enough to push it through**
- Don't procrastinate around whatever get in your way
- Go all out to complete tasks
- **Do the best to get by**
- Be counted on to exceed goals successfully
- Be constantly and consistently one of the best performers
- Be bottom-line oriented
- Do steadfastly push self and others for results
- **Build team spirit**
- **Don't be self-centered**
- **Celebrate and share successes**

## ACTION ORIENTED

- **Don't be slow to act on an opportunity**
- Don't be overly methodical, **a perfectionist**, or risk averse
- Don't procrastinate
- Set very challenging goals
- **Be confident to act**
- **Don't hesitate to do what you know to do**
- Be motivated, don't be bored with the work or burned out
- Enjoy working hard
- Be action oriented and full of energy for the things you see as challenging
- **Don't be fearful of acting with a minimum planning**
- Seize more opportunities than others
- **Don't be a workaholic**
- Push solutions before adequate analysis
- **Be strategic**
- Don't be overmanaged to get things done too quickly
- **Don't ignore personal life**

## TIME MANAGEMENT

- Don't be disorganized
- Don't waste time and resources
- Set priorities
- Know when to say no
- Concentrate on one thing at a time
- Don't be easily distracted
- Be active to what's hot at the moment
- Have or follow a plan or method for your time
- Cut off transactions politely
- Have a clock in your head
- Do all right on important priorities and issues, also do all right with the little things
- Use your time effectively and efficiently
- Value time
- Concentrate your efforts on the more important priorities
- Get more done in less time than others
- Attend to a broader range of activities
- Be impatient with other people's agenda and pace
- **Take the time to stop and smell the roses**

## BUSINESS ACUMEN

- **Understand the broader world of business**
- **Be a very dedicated functional or professional expert**
- **Understand the "business" the organization is in**
- **Be narrowly tactical**
- **Have interest or experience in general business**
- **Know how businesses work**
- **Be knowledgeable in current and possible future policies, practices, trends, and information affecting your business and organization**
- **Know the competition**
- **Be aware of how strategies and tactics work in the marketplace**
- **Don't overdevelop or depend upon industry and business knowledge and skills at the expense of personal, interpersonal, managerial, and leadership skills**



## PRESENTATION SKILLS

- Be a skilled presenter in varying situations
- **Don't be shy**
- Don't be disorganized, presentations lack focus
- Don't have a flat or grating style
- Listen to audience
- Don't have personal idiosyncrasies and habits that get in the way
- Don't be unprepared for or unable to handle tough questions
- Don't always present the same way, adjust to audiences
- **Don't lose your cool during hot debate**
- **Don't be nervous, don't scare when speaking**
- Be effective in a variety of formal presentation settings: one-on-one, small and large groups, with peers, direct reports, and bosses
- Command attention and manage group process during the presentation
- **Change tactics midstream when something isn't working**



## DEALING WITH AMBIGUITY

- **Be comfortable with change or uncertainty**
- Do well on fuzzy problems with no clear solution or outcome
- Don't prefer more data than others, and structure over uncertainty
- Don't prefer things tacked down and sure
- Be efficient and productive under ambiguity
- **Don't be too quick to close**
- **Don't have a strong need to finish everything**
- Don't like to do things the same way time after time
- Be effectively cope with change
- **Shift gears comfortably**
- Decide and act without having the total picture
- **Don't be upset when things are up in the air**
- You don't have to finish things before moving on
- Do comfortably handle risk and uncertainty
- Don't move to conclusions without enough data
- **Don't fill in gaps by adding things that aren't there**
- Don't frustrate others by not getting specific enough
- Don't undervalue orderly problem solving
- **Don't reject precedent and history**
- Don't over-complicate things

# DIGITAL STRATEGIST SKILLSET

## INTERPERSONAL SAVVY

- Relate smoothly to a variety of people
- Build relationships easily
- Take the time to build rapport
- **Don't be too raw and direct at times**
- Don't be excessively work oriented or intense
- Don't be impatient to get on with the agenda; judgmental or arrogant toward others
- **Try to read others well**
- Don't freeze or panic in the face of conflict, attack or criticism
- Relate well to all kinds of people, up, down, and sideways, inside and outside the organization
- Build appropriate rapport
- Build constructive and effective relationships
- Use diplomacy and tact
- Diffuse even high-tension situations comfortably
- **Don't spend too much time building networks and glad-handing**
- **Be a credible take-charge leader when that's necessary**



## LEARNING ON THE FLY

- Be agile or versatile in learning to deal with first time or unusual problems
- **Analyze problems carefully or search for multiple clues and parallels**
- **Don't be afraid to take a chance on the unknown**
- Learn new things quickly
- **Don't be stuck in historical, tried and true methods, be comfortable with ambiguity and don't be quick to jump to a solution**
- **Look under rocks, don't just stick to the obvious**
- Don't look for the simplest explanation too soon
- Don't give up too soon and accept a marginal solution
- **Don't function on the surface, go deep**
- Learn quickly when facing new problems
- Be a relentless and versatile learner
- Be open to change
- Analyze both successes and failures for clues to improvement
- Enjoy the challenge of unfamiliar tasks
- Don't leave your team behind
- Don't tend to change things too often
- **Don't seek out change for change's sake regardless of the situation**

## PLANNING

- **Plan for much**
- **Don't be a seat-of-the-pants performer scratching it out at the last minute**
- Follow an orderly method of setting goals and laying out work
- Be comfortable with structure and process flow
- Have the patience to establish goals and objectives, scope out difficulties, plan for task completion, develop schedules, and don't roadblock management
- Don't be confusing to work for and with
- Don't be demotivating to others who work with
- Do accurately scope out length and difficulty of tasks and projects
- **Set objectives and goals**
- **Break down work into the process steps**
- Develop schedules and task/people assignments
- Anticipate and adjust for problems and roadblocks
- Measure performance against goals
- Evaluate results

## CREATIVITY

- **Have an idea how creativity works**

## DELEGATION

- Believe in or trust delegation
- Don't do most things by yourself, don't keep the good stuff for yourself
- Want or know how to empower others
- Don't throw tasks at people; do communicate the bigger picture
- Delegate both routine and important tasks and decisions
- Share both responsibility and accountability
- Trust people to perform

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