ZOOMING THROUGH COVID-19
Jeff Davis, Vice President

Remember when expressions like “yahoo” and “zoom” became proper nouns for world changing companies in the digital age? Then they even morphed into verb form, like let’s Zoom. New technology unquestionably has the latent power to change the way we communicate, work, and live.

In our executive search business at The Dingman Company, leveraging digital media and digital communication to supplement in-person meetings, has brought added value to our clients. Beyond written documents or second hand description, recorded video interviews engage more of the senses, capturing facial expression, voice inflection, and body language. There is also the added benefit of cost savings from reduced travel expense.

Then... along came Covid-19, the biggest social and business disruption the world has seen in decades. Managing through this crisis has caused many to rethink how they do life and work. With lockdowns and social distancing suddenly becoming the daily reality, how do organizations who function through “analog” human interaction continue to operate? The obvious answer, through digital mediums. Fortunately, we found ourselves prepared to take this “new normal” in stride, having already integrated digital solutions into our communication process.

Many boards and leadership teams are now weighing the benefits of Zooming instead of traveling for face-to-face meetings. While this may decrease personal connection to a large extent, and connection is something we really need; it certainly saves time and expense. Complying with the Covid-19 restrictions in the last few months, The Dingman Company has actually maintained its level of interaction with boards, search committees, client teams, and potential candidates. More likely than not, once Covid-19 lockdowns are just a memory, the shift to digital conferencing over in-person meetings will continue, more heavily weighted as the new normal. Our company was one of the leading firms in terms of readiness. In fact, Dingman subsidiary, Ardent Search Company, has been utilizing FaceTime video recordings for candidate interview for years, even before Zooming was a thing.

Leadership will continually need to contend with the tension between high touch and high tech, weighing the benefits of in-person verses digital communication mediums. However, technology drives methodology, and crisis drives innovation. Steve Jobs once said, “Innovation distinguishes between a leader and a follower.” This has been true since long before the digital age.

The Dingman Company primarily serves Christian and non-profit organizations. We most often work at the CEO/President/Executive Director level, or positions reporting to that level. We specialize in searches for universities and colleges, seminaries, health care, missionary organizations, churches (typically for Senior or Executive Pastor), primary/secondary schools, and associations (e.g. ECFA, NRB, ABHE and CLA). We have been doing this for 30+ years, and have a reputation for sterling results. If you would like to discuss any leadership transition, go to https://dingman.com/lets-connect/, or call 805-778-1777, to start a conversation.