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NOVEMBER 4, 2009

## Long-Distance Leadership

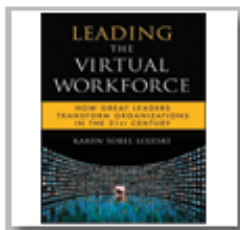


You like the idea of flexibility as much as the next gal. You know there's a business case for telecommuting ([Cisco](#) recently found that it generates \$277 million in increased productivity for companies.) But how are you supposed to manage your team when you're never in the same room?

Some leaders need face time, acknowledges [Shannon Schuyler](#), corporate responsibility leader for the Americas for PricewaterhouseCoopers (PwC). But she telecommutes, and her team of four direct reports all work in different areas of the country, collaborating virtually with 40 specialized field workers to promote their initiatives across the \$26.2 billion "Big Four" auditing firm. "The creativity and independence of telecommuting makes us stronger. Plus, what I'm seeing in Chicago is very different from what's happening in New York and Houston."

So how does she keep them motivated? "It's important to incorporate personal passions into work roles," she explains. "One woman on my team is technologically savvy, so part of her role now is to lead our online, database and technological developments."

Here's how to be an effective virtual leader.



Just because they're out of sight doesn't mean you've lost control. [Workshifting.com](#), [PC World](#), [BrightHub.com](#) and [HR World](#) offer strategies for supervising from a distance.

Telecommuting is a new and ever-evolving frontier. Stay up on the latest news, trends and resources with [WorkingfromAnywhere.com](#). And [LeadingVirtually.com](#) features expert blogs with tips, tools and trends for remote managers.



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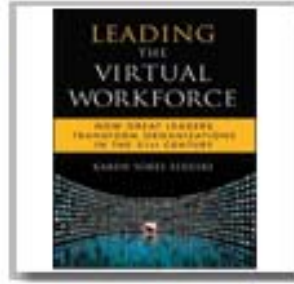
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Want more? Check out [The Handbook of High Performance Virtual Teams](#) and [Leading the Virtual Workforce](#).

P.S. (PINK Secret): [Meet Schuyler](#) at PINK's Fall Empowerment Series, presented by MetLife.

**Bonus PINK Link:** In our exclusive [interview with Schuyler](#), find out how she created her own department at PwC.



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**“To laugh often and love much; to win the respect of intelligent persons and the affection of children – this is to have succeeded.”**

**Ralph Waldo Emerson (Schuyler's favorite quote)**

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