

PIN-SME European Association  
Pan-European ICT & e-Business Network for SMEs



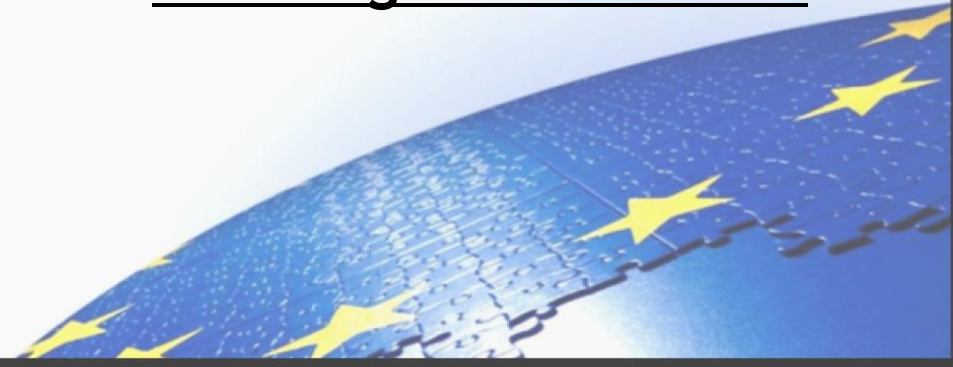
THE VOICE  
OF ICT SMEs  
IN EUROPE

⑩ **E-LEADERSHIP FOR SMEs**

⑩ Sebastiano Toffaletti, Secretary General PIN-SME

# e-Leadership for SMEs

- ◆ SMEs need e-leadership
- ◆ Low resources are a big challenge for SMEs
- ◆ Existing educational offerings do not cover the need for e-leadership training
- ◆ SME need quick ROI
- ◆ New models must be considered: the “digital enablers”



**Last but not least: A quote from an entrepreneur:**

*"The difference between large corporations and SMEs is that in a large company with 100+ employees you rely on 5% of the people to deliver the things that matter, whereas in a small company you have 5 people and you have to rely on them 100%. So, skills are really essential for SMEs."*

**Matt Flanagan, BlueHub Solutions Ltd., UK SME (PIN-SME membership)**

**“LEAD” Workshop on 20 Nov 2014 - Brussels**

