



Proactive Leadership for  
Changing Times

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Links to TED talks,  
articles and latest  
posts



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Lecturer

Leader

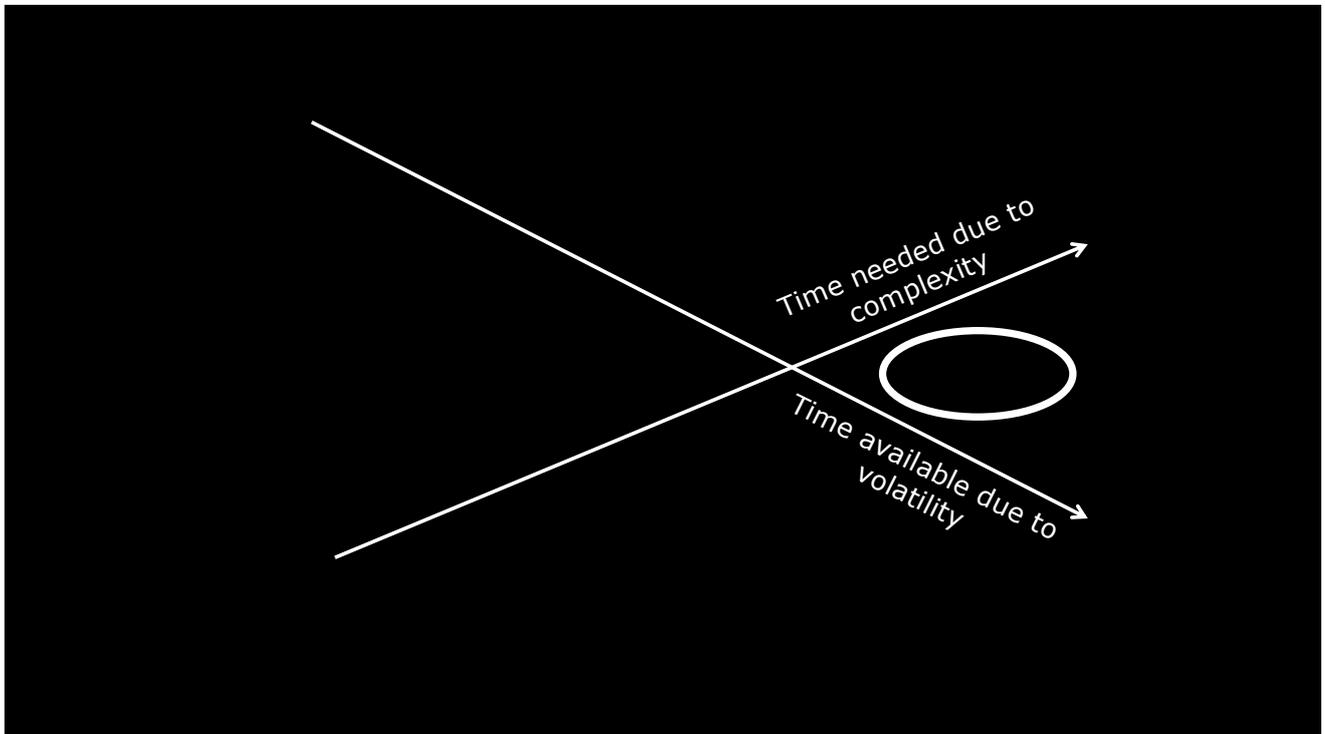
„Led“

Board  
Advisor

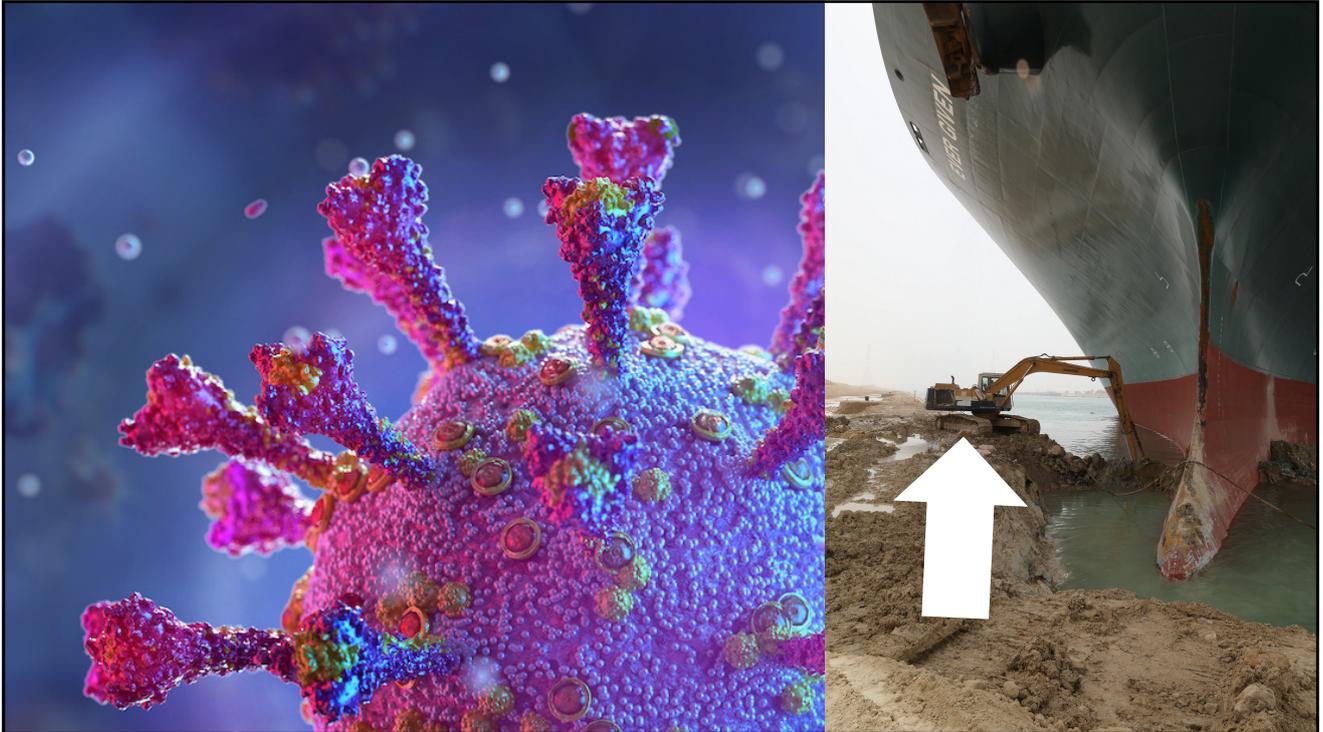
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# A New Normal

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“Only three things happen naturally in organizations: Friction, confusion, and underperformance; Everything else requires leadership.”

Peter Drucker

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Who has been the best leader you have experienced in the past 4-5 years?

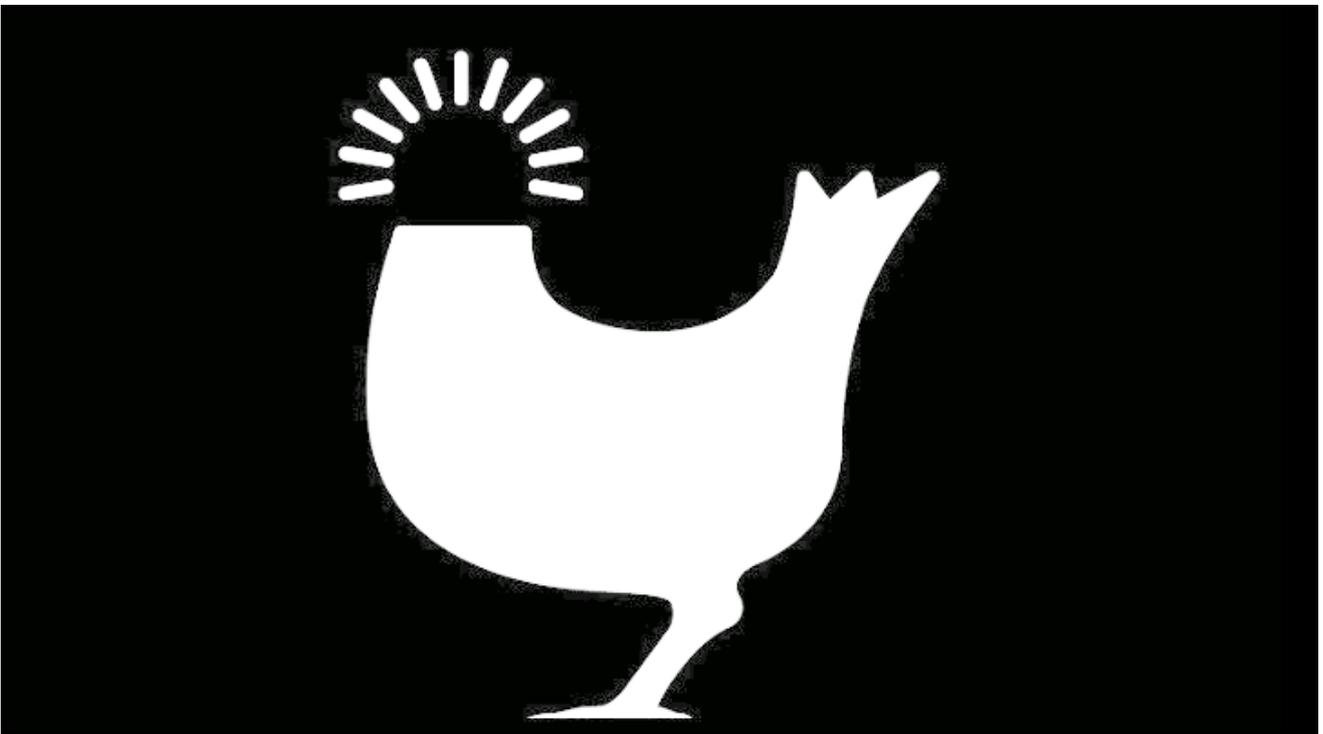
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Reactive  
vs.  
Proactive  
Leadership

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Proactive  
Leadership  
Prepares for  
the Unknown

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The Spaghetti Principle

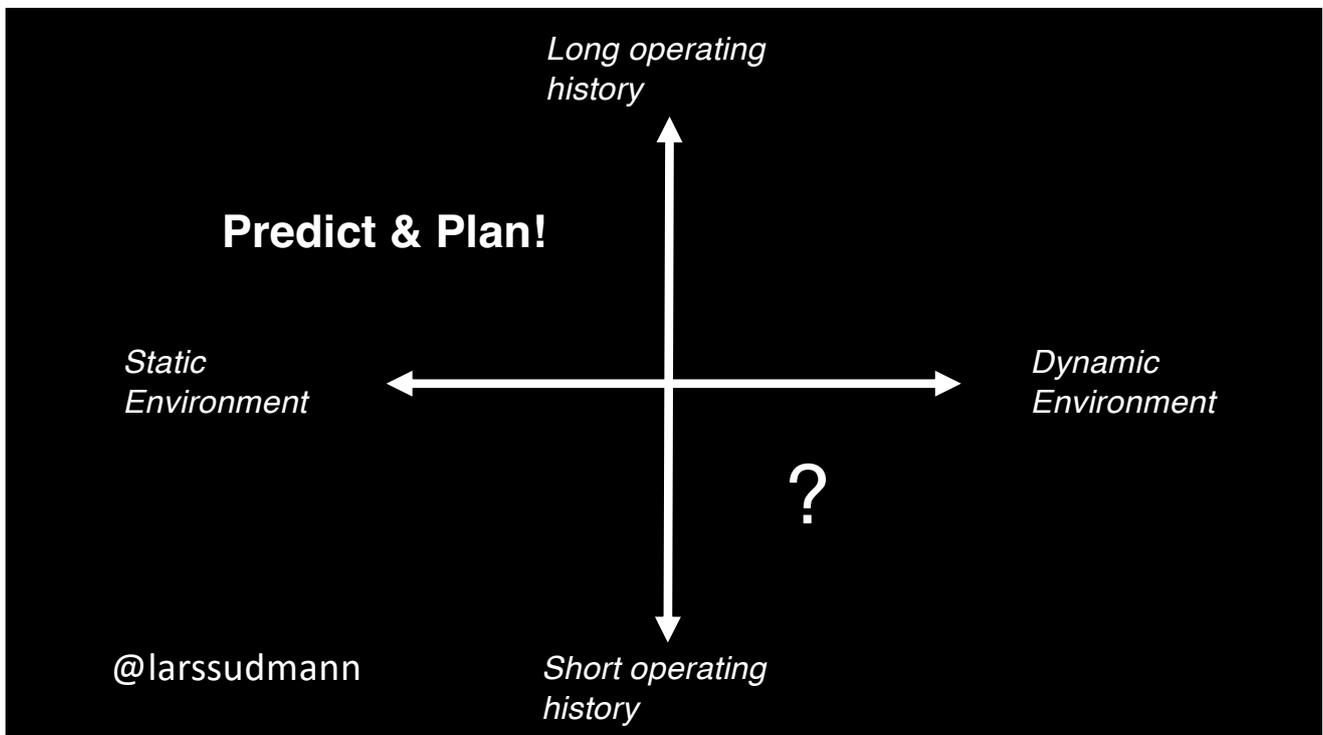
Spaghetti Superiore

Driving Proactive Leadership

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# The Spaghetti Principle

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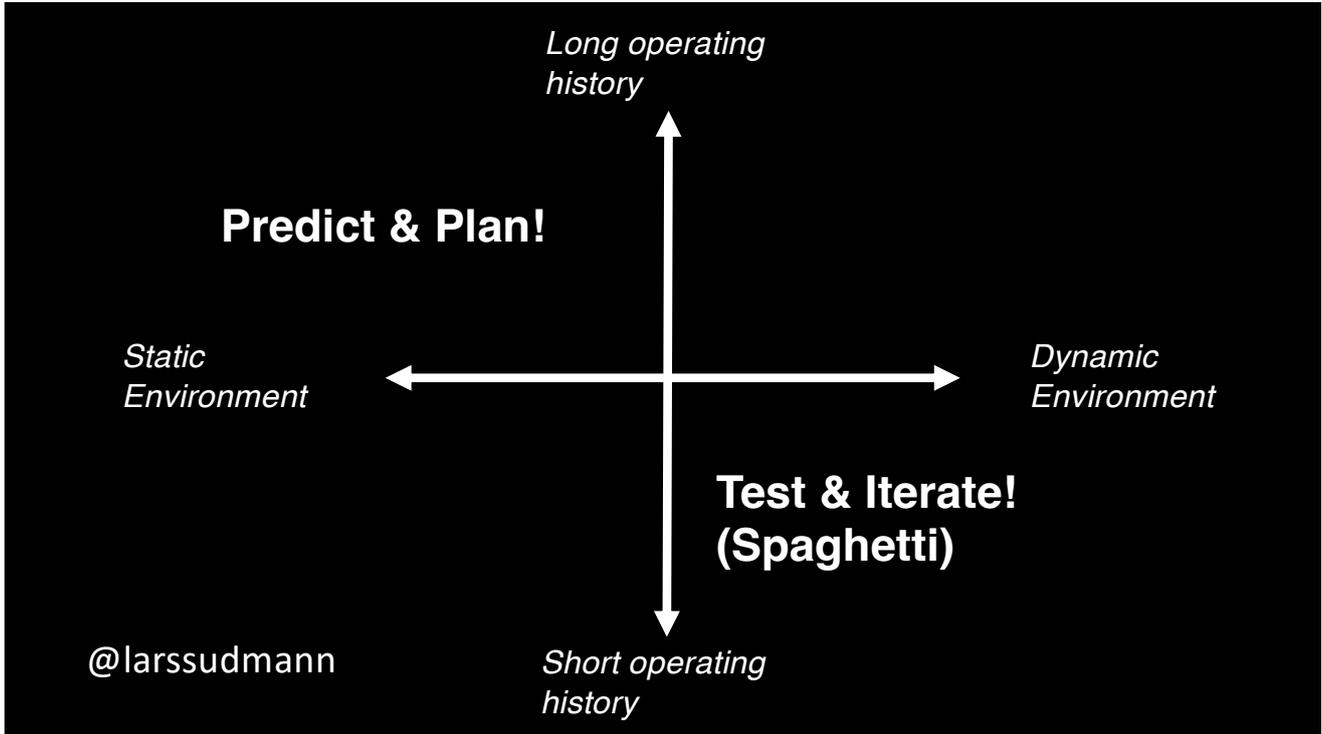
“If the path before you is clear  
you’re probably on somebody  
else’s.”

Joseph Campbell

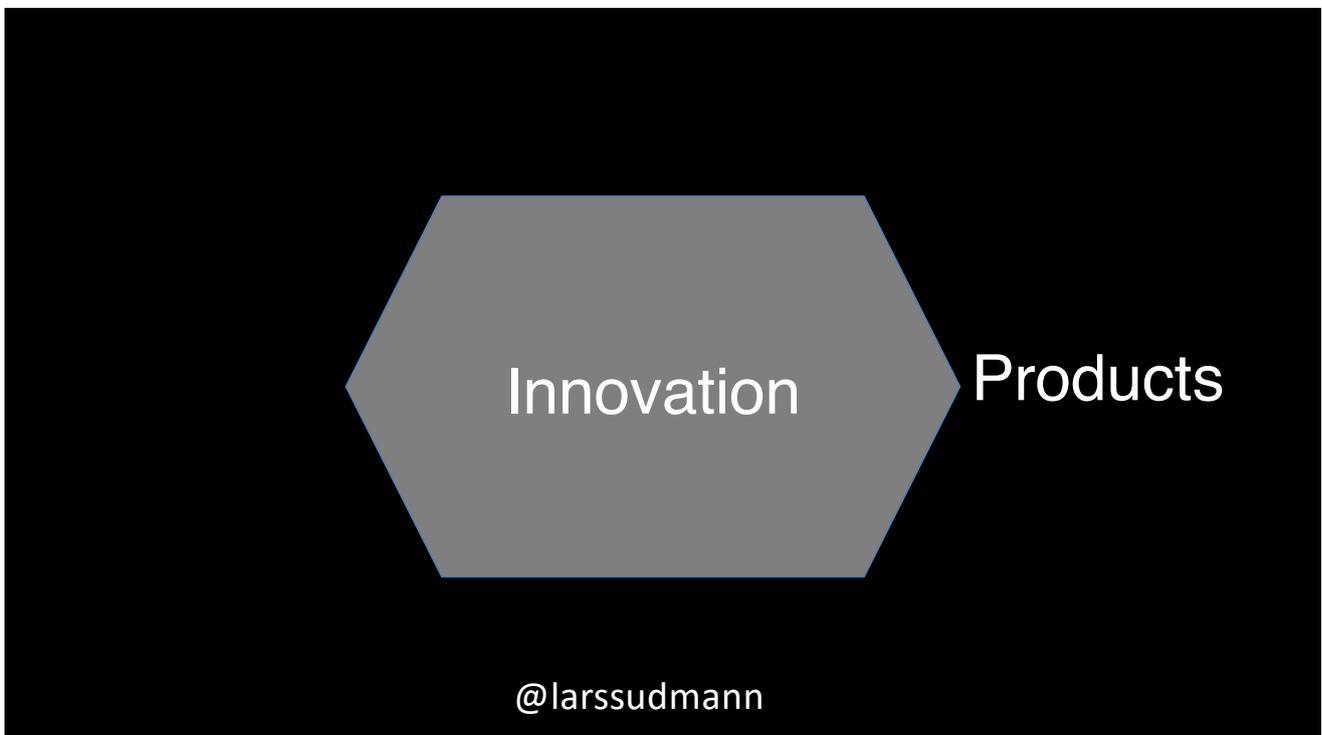
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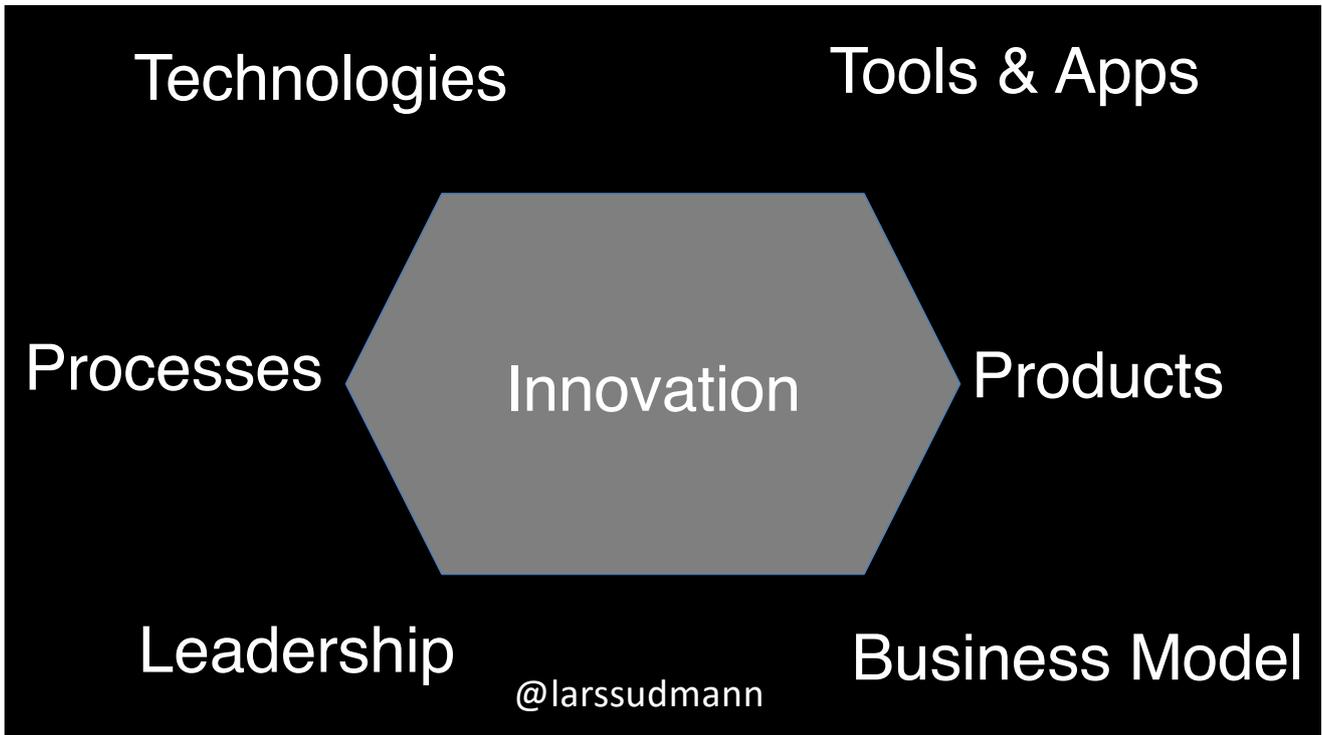
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Why is innovation & digital transformation more important than ever?

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The internet and digital transformation  
can add a « one » or « zero » to your  
strategy formula

$$A \times B \times C \times 0 = 0$$

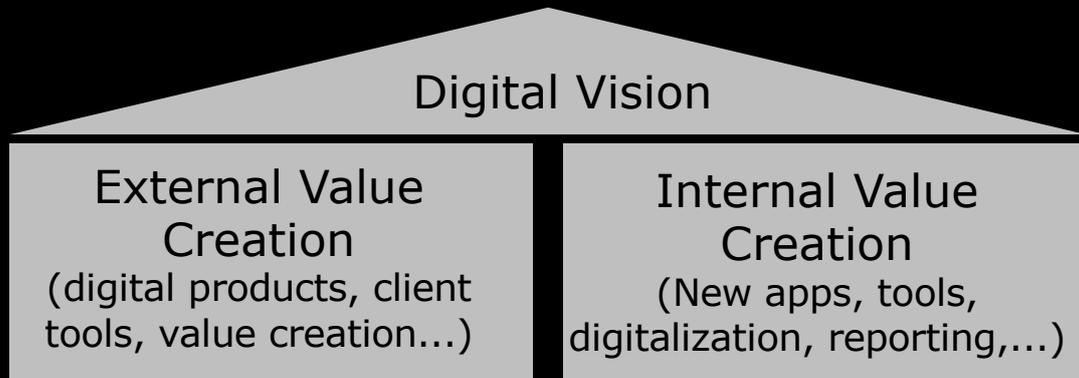
Cf. Ben Thomson, Stratechery

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Every leader needs to have a Digital Strategy



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687  
days of  
Chat GPT

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# Report Writing

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Illustration

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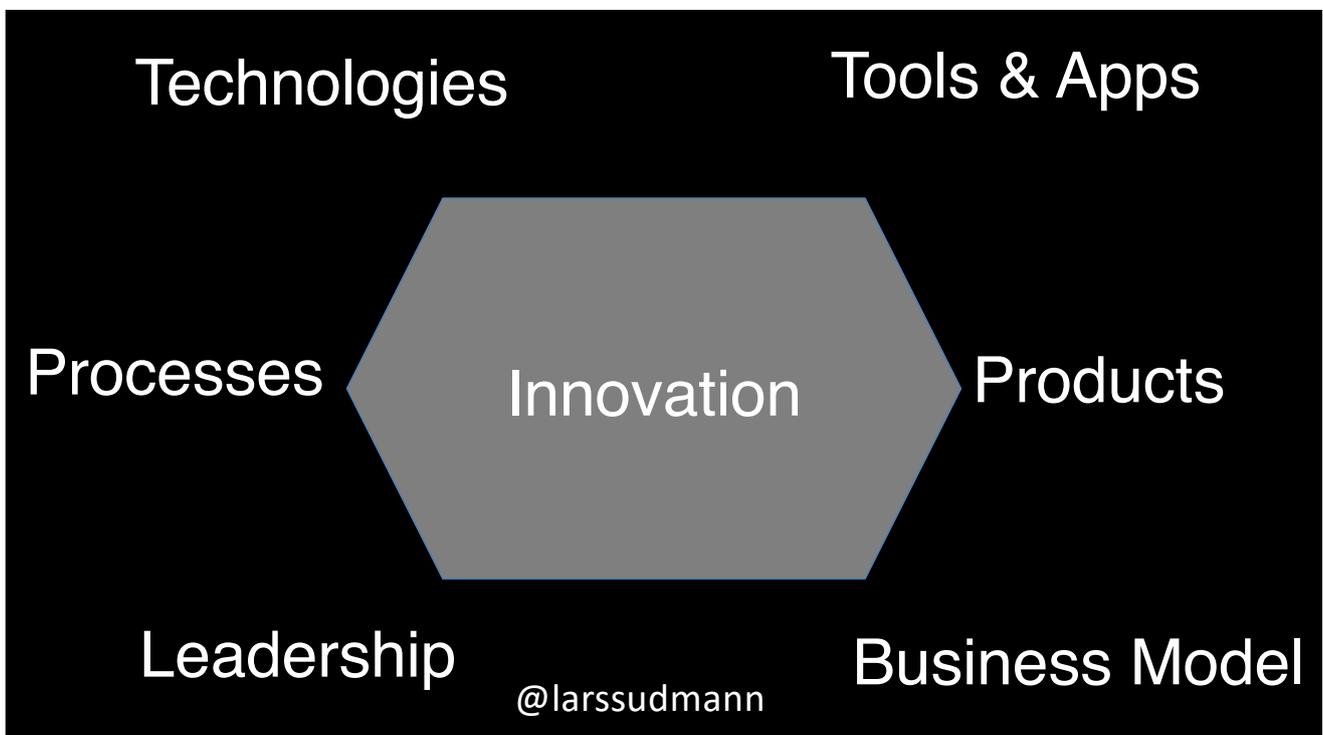
A grid of four website screenshots. Top-left: Canva homepage with the headline "What will you design today?" and various design tool icons. Top-right: Zapier homepage with the headline "Automate without limits" and a workflow diagram. Bottom-left: Grammarly homepage with the headline "Responsible AI that ensures your writing and reputation shine". Bottom-right: Evernote homepage with the headline "What will you achieve today?".

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“If you don’t know where to start with your digital transformation, begin with your customer journey”

Timo Elliot  
Digital Evangelist

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# The Fire Principle

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The Fire Principle

Extinguish the fire while it's still small

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“If you have to  
panic, panic early.”

Nassim Nicholas Taleb

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« Walking meetings »

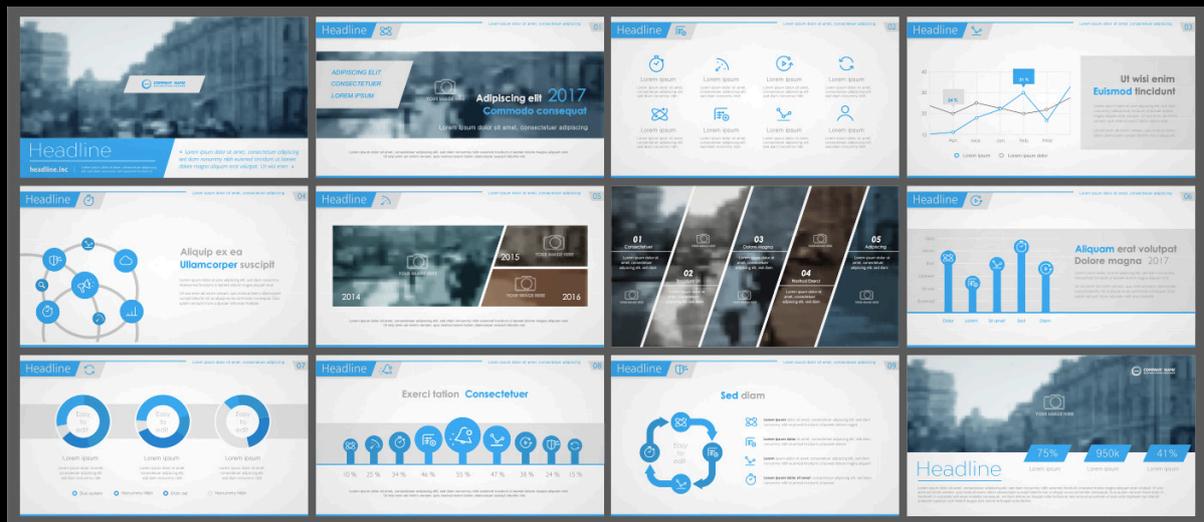
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# « Full water meetings »

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# The Owl Eyes Formula

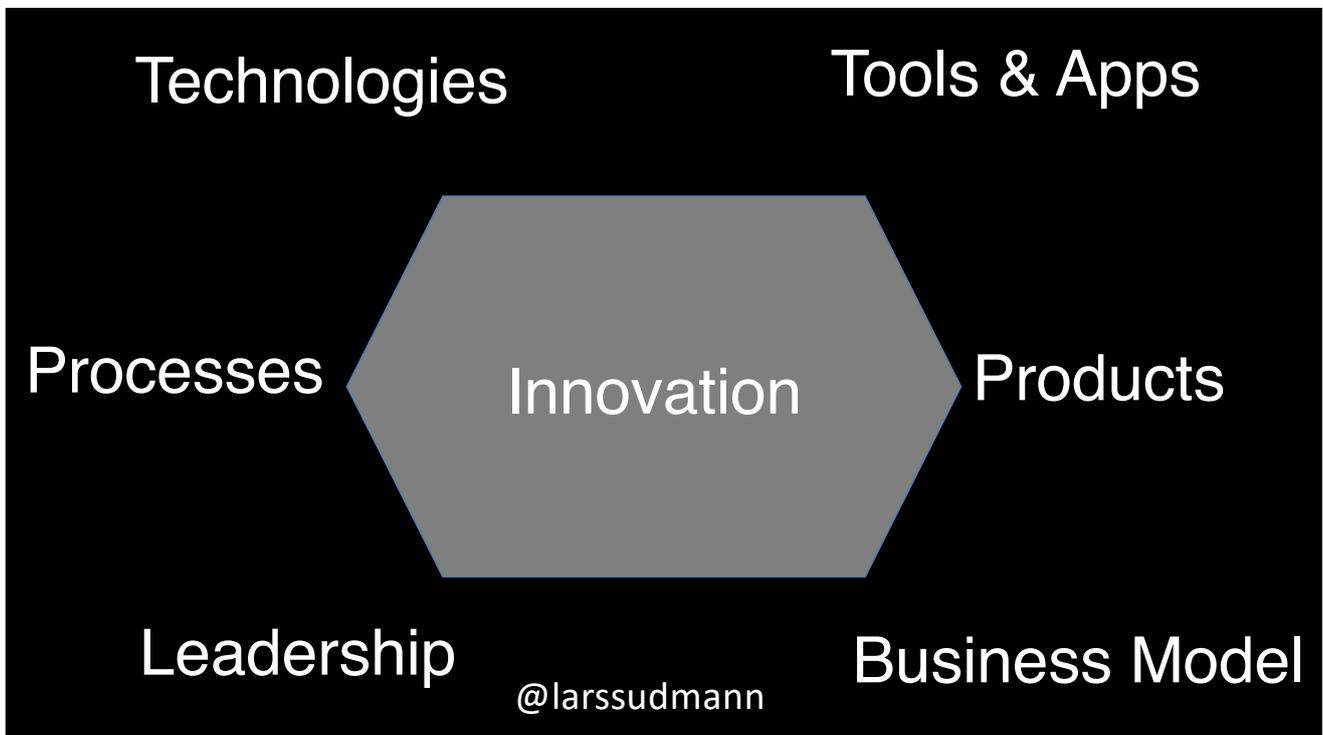
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My vision in a tweet \_\_\_\_\_  
With the key goals \_\_\_\_\_  
We are focussing on this \_\_\_\_\_  
And not on this \_\_\_\_\_  
And will need do this to achieve it \_\_\_\_\_  
The key action I/we will do tomorrow is \_\_\_\_\_

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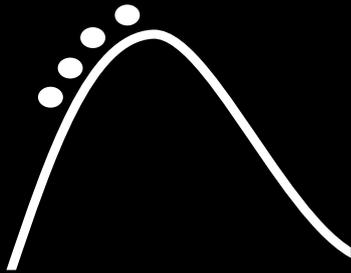


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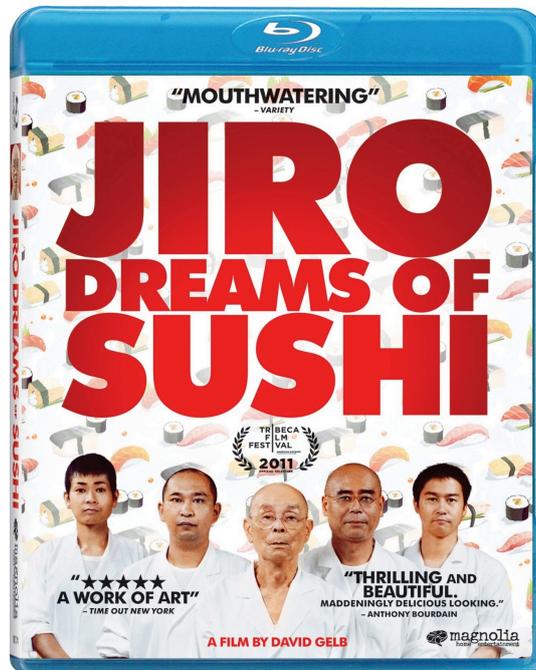
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# Optimisation



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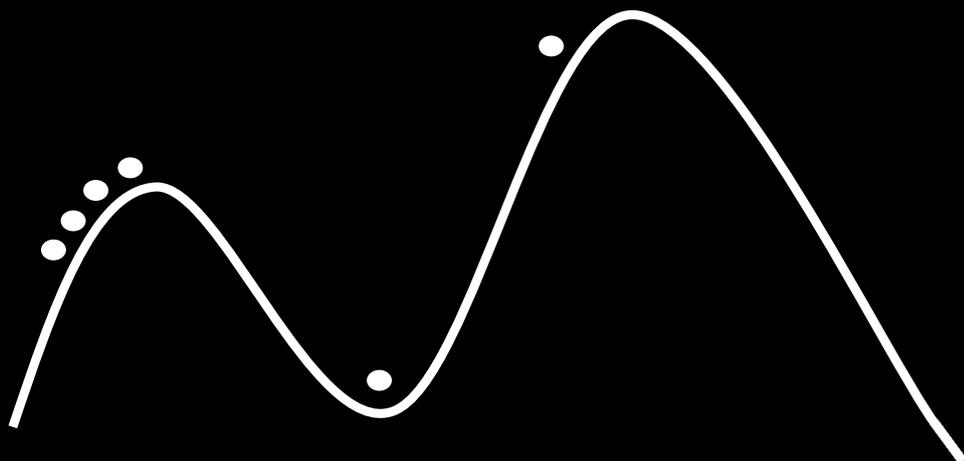
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# The Spaghetti Principle

## Spaghetti Superiore

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# Optimisation



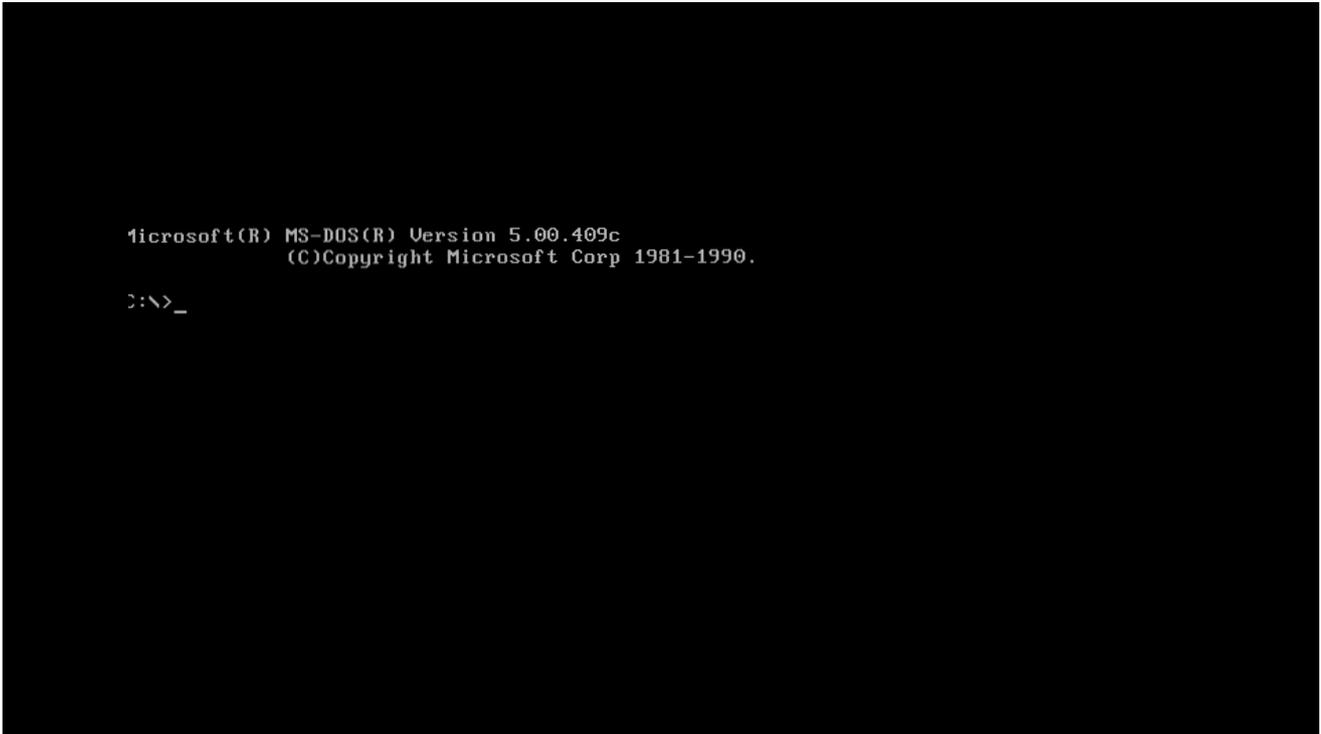
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How did you open your  
last virtual team  
meeting?

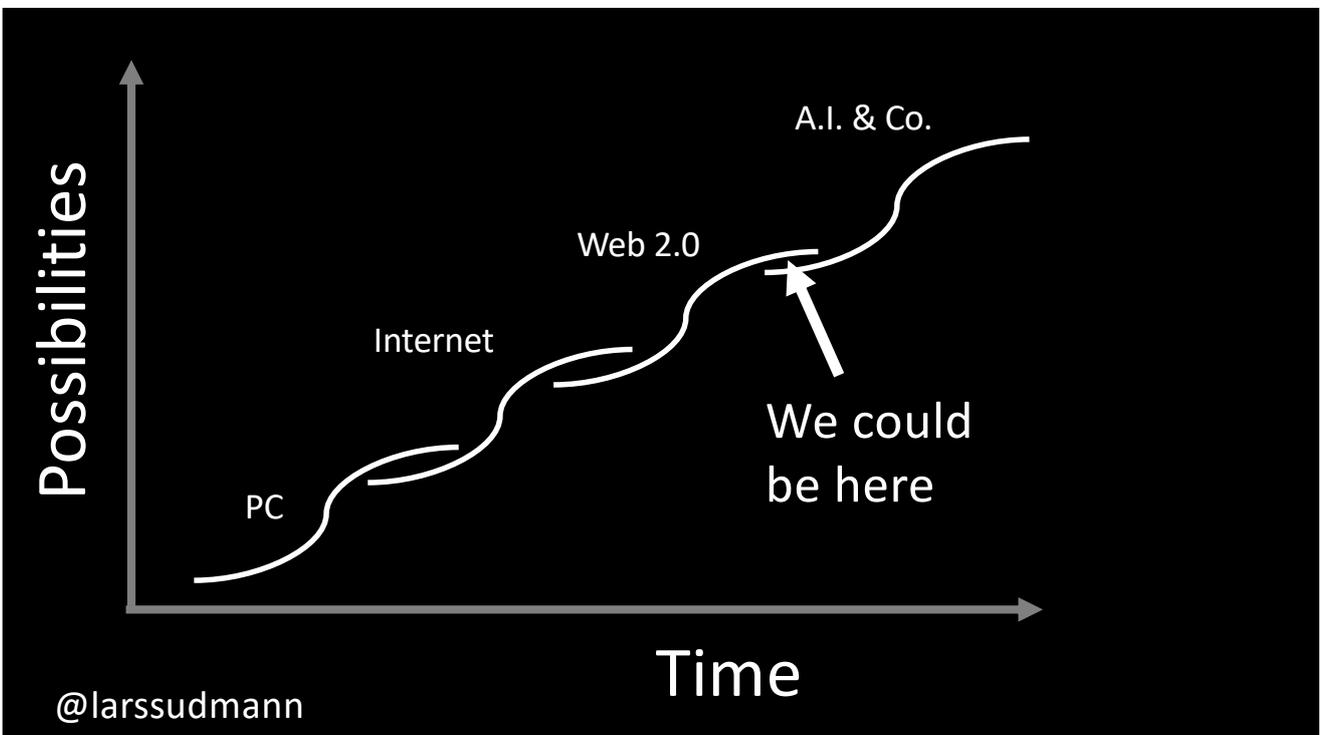
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Keep a degree of wildness

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NotebookLM

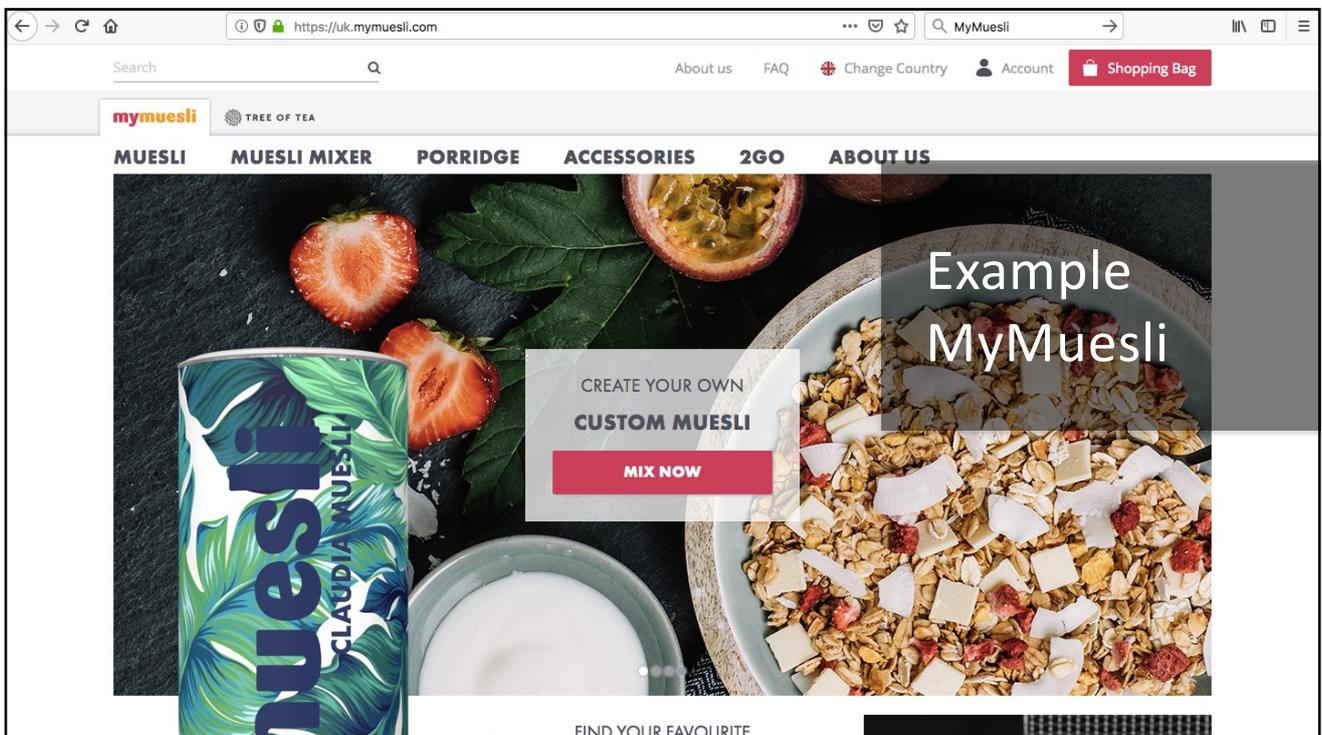
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10+ hours ChatGPT & Co

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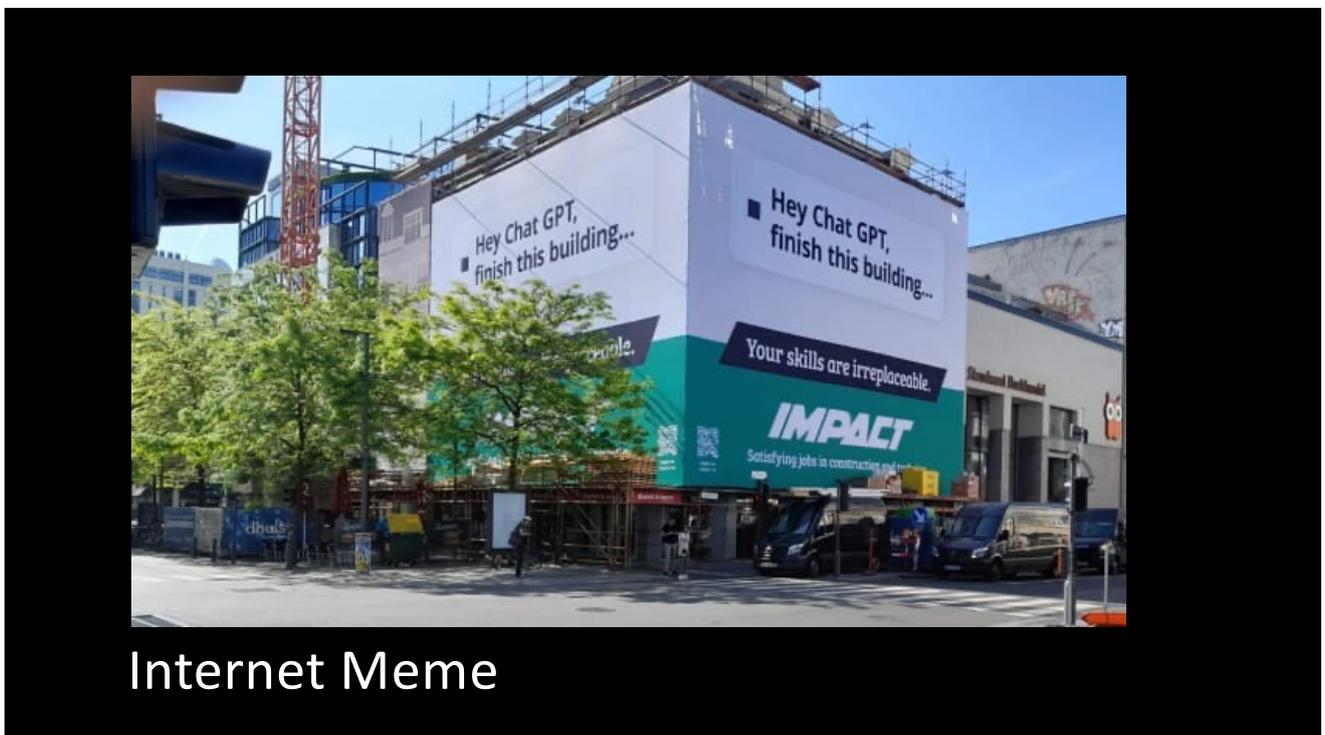
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Internet Meme

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“If information was the answer,  
then we’d all be billionaires with  
perfect abs.”

Derek Sivers

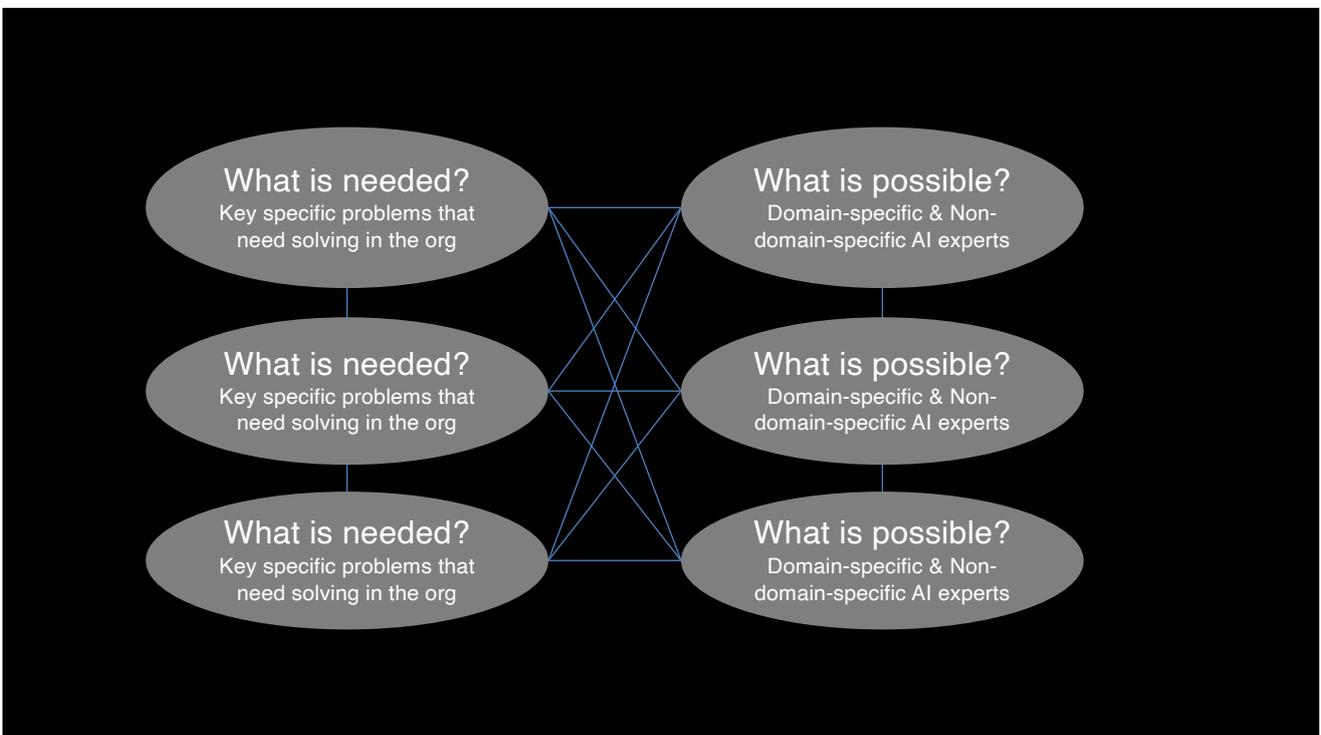
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AI-  
Hackathons

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“To innovate you have to truly experiment, and if you know in advance that it is going to work...  
...it is not an experiment.”

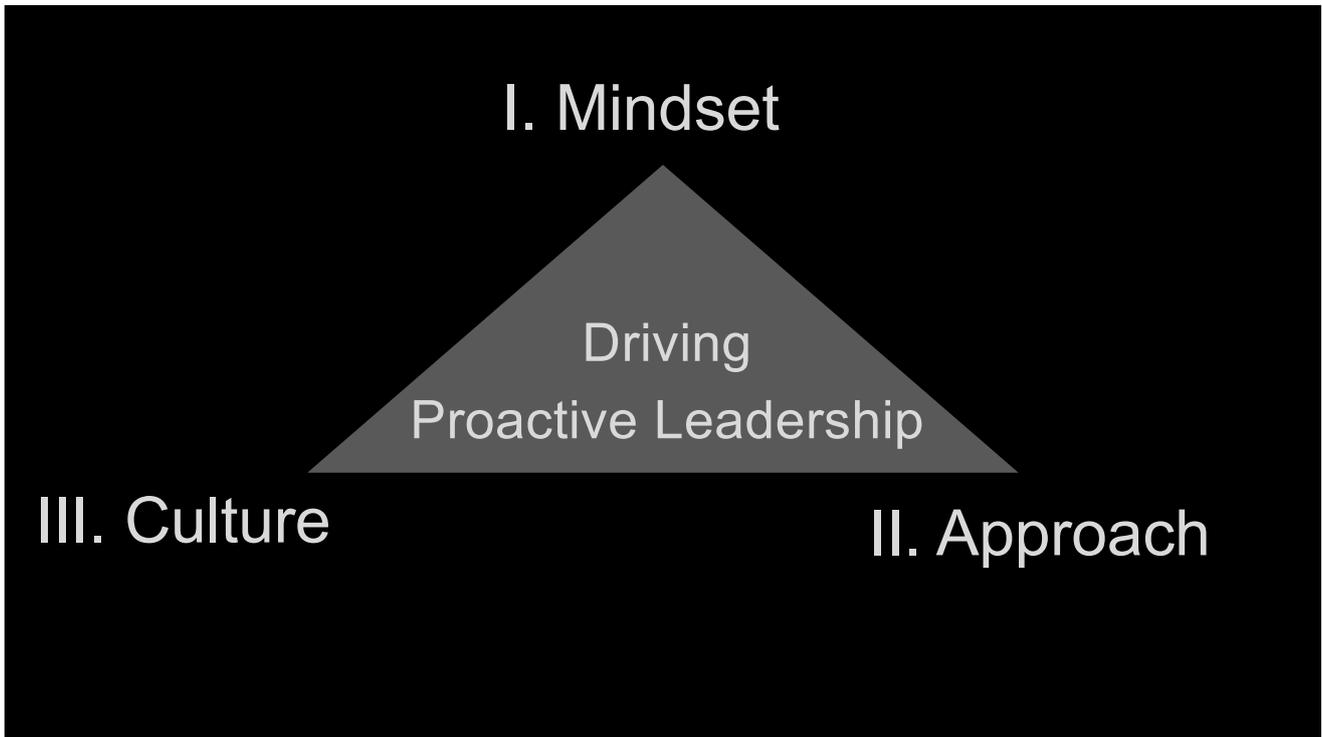
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The Spaghetti Principle

Spaghetti Superiore

Driving Proactive Leadership

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1994: „Don't get in a car with strangers!“

2002: „Don't meet people from the Internet!“

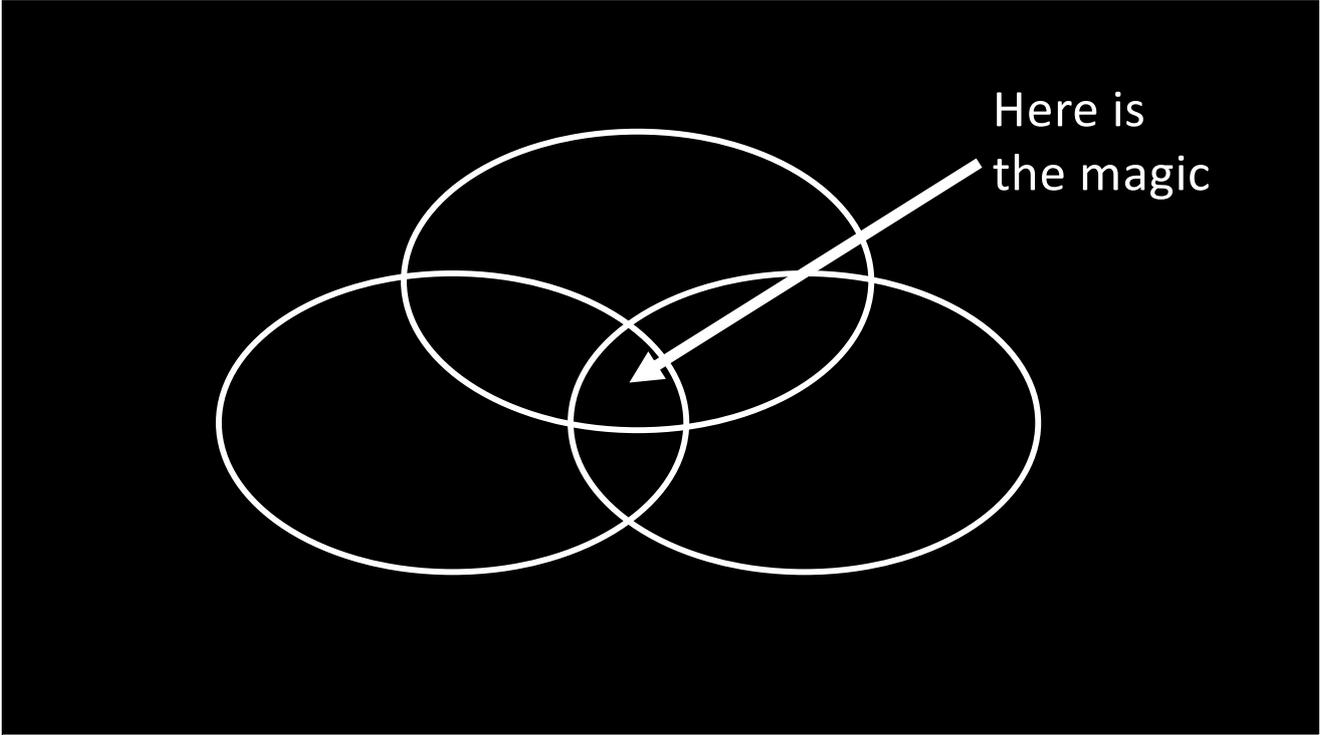
2024: Uber, Lyft & Co.

Internet Meme

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Technology Stacking

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“Don’t be a know-it-all;  
be a learn-it-all.”

Satya Nadella

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I. Mindset

Driving  
Proactive Leadership

III. Culture

II. Approach

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2580-  
Thinking

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“What could  
we do?”

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# The Nespresso question

79



80

“What could  
we do?”

“What else?”

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#Tool  
Praise 2+  
Suggestions 1

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# Metrics to Watch

Praise 2+ : Criticism 1

5 x What Else?

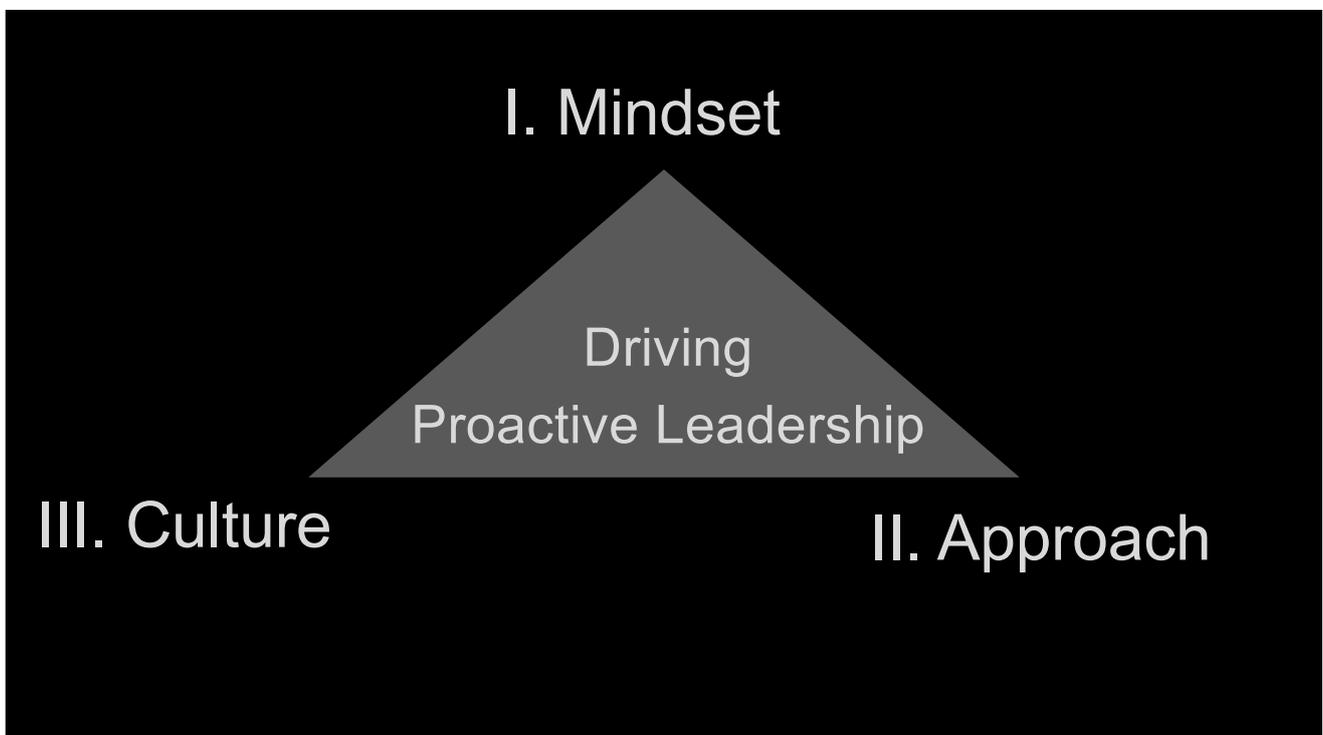
Hope / Fear > 1

Freedom / Constraints > 1

Do / Say > 1

Source: Own compilation; as well Gianpiero Petriglieri et al.

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“Failure is not an option!”

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“Failure *is* actually an option here.  
If things are not failing, you are not  
innovating.”

Digital  
Entrepreneur

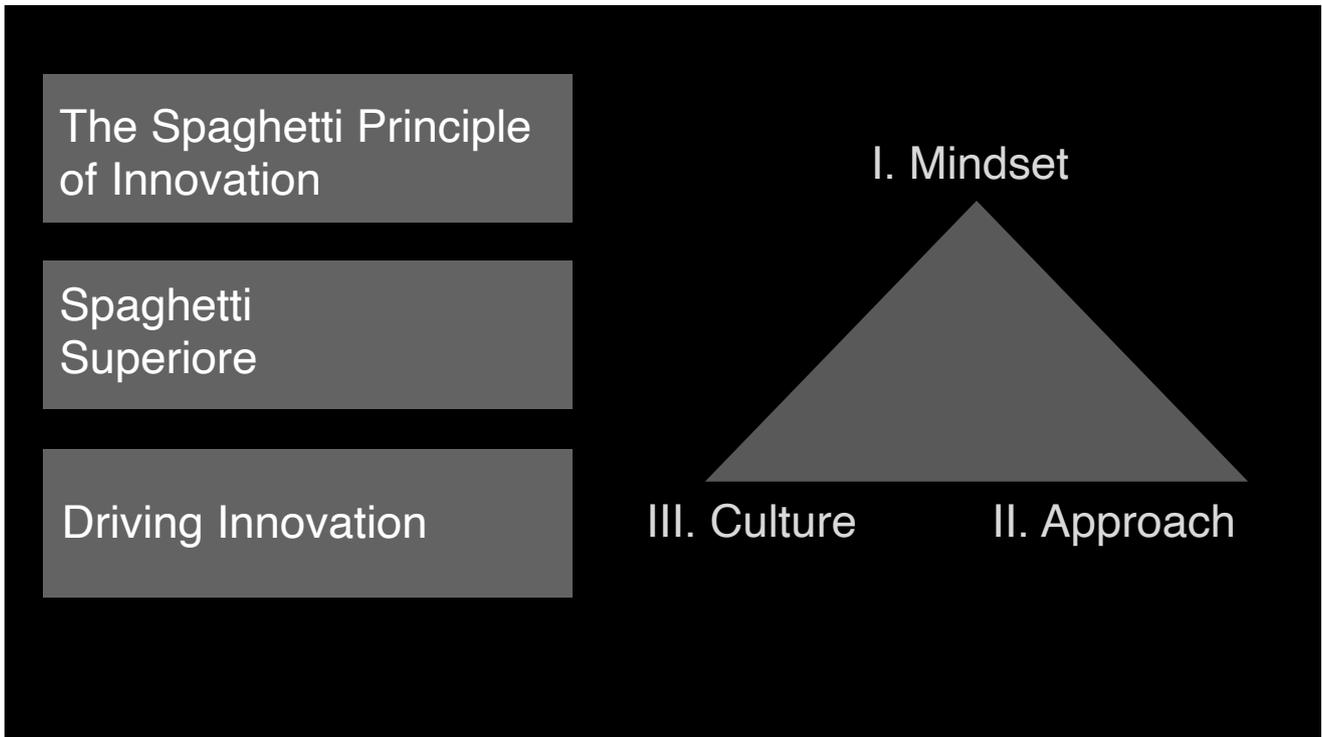
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„If you want a guarantee, buy  
a toaster.“

Clint Eastwood

„It is impossible to produce  
superior performance unless  
you do something different.“

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John Templeton

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