



Proactive Leadership for Changing Times

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Lecturer

Leader

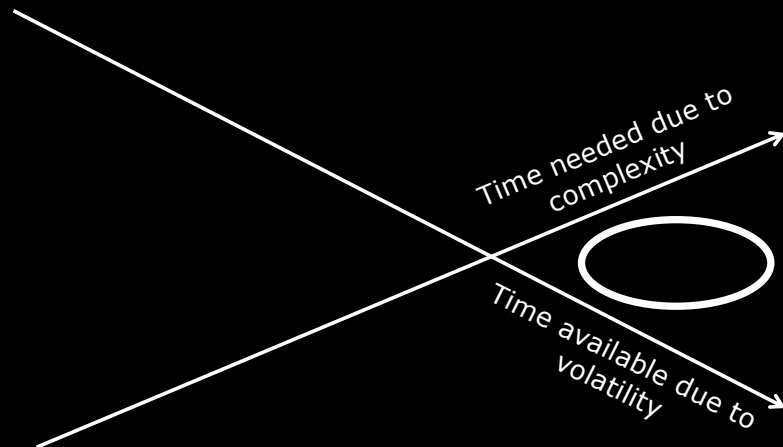
„Led“

Board
Advisor

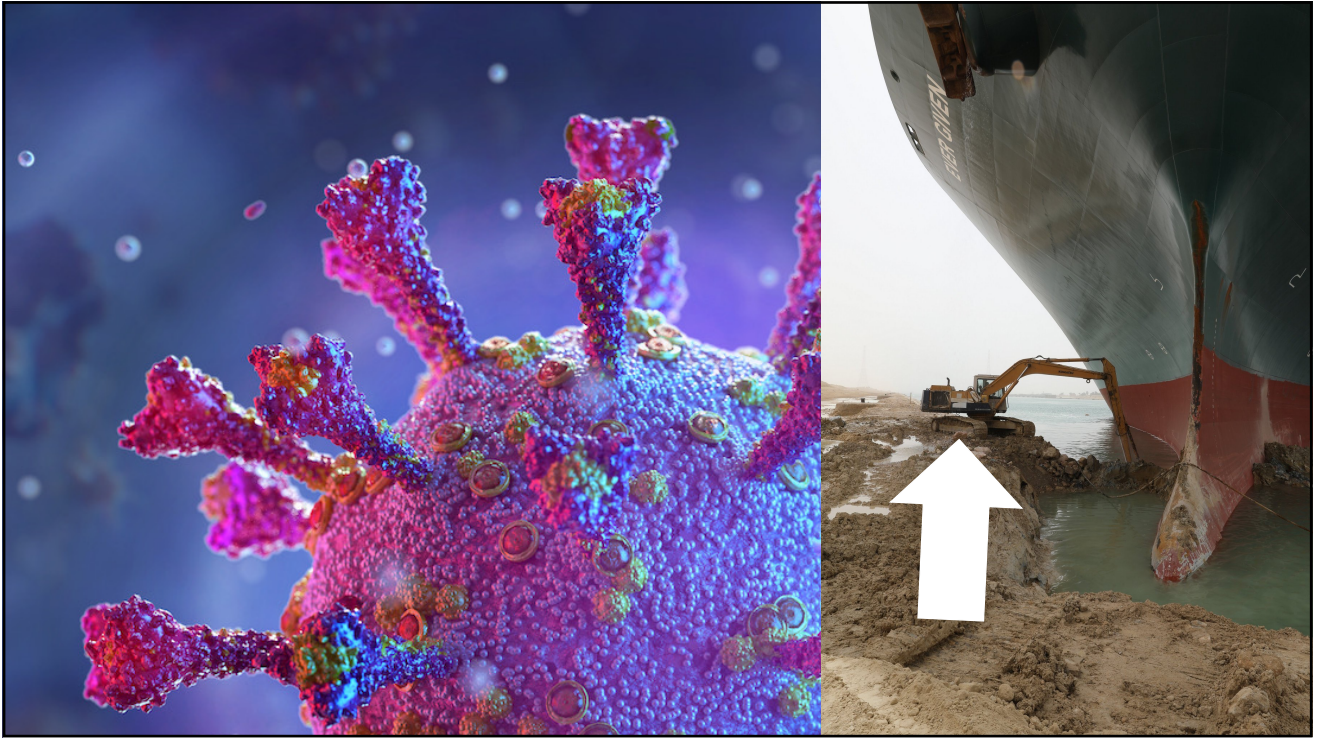
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A New Normal

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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?

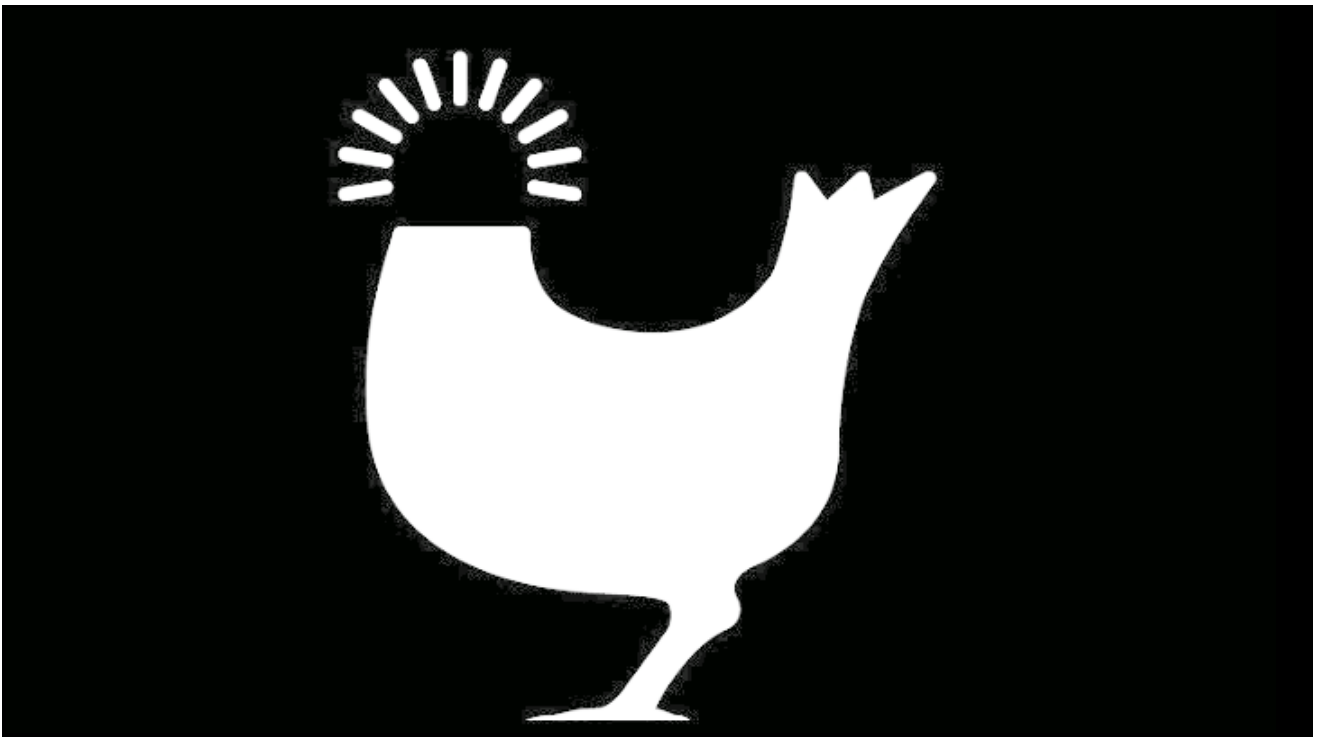
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Reactive vs. Proactive Leadership

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Proactive Leadership Prepares for the Unknown

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The Spaghetti Principle

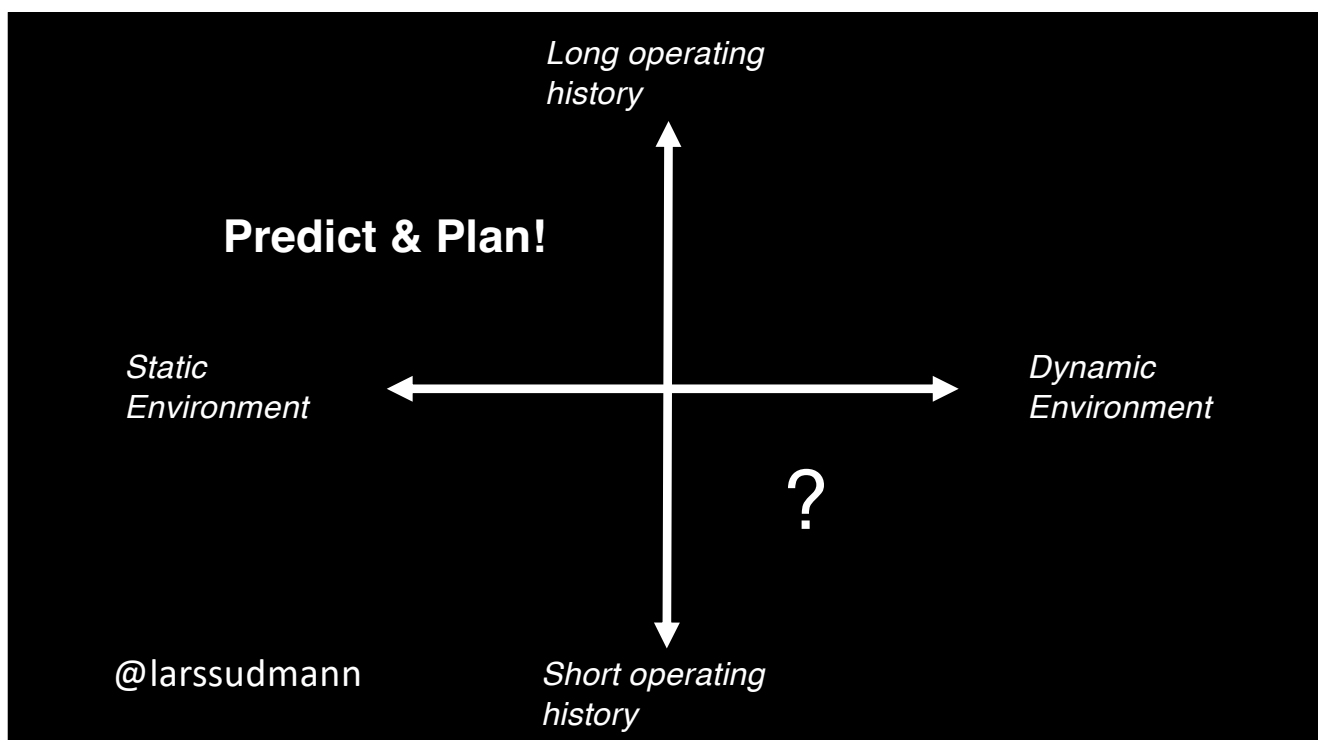
Spaghetti Superiore

Driving Proactive Leadership

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The Spaghetti Principle

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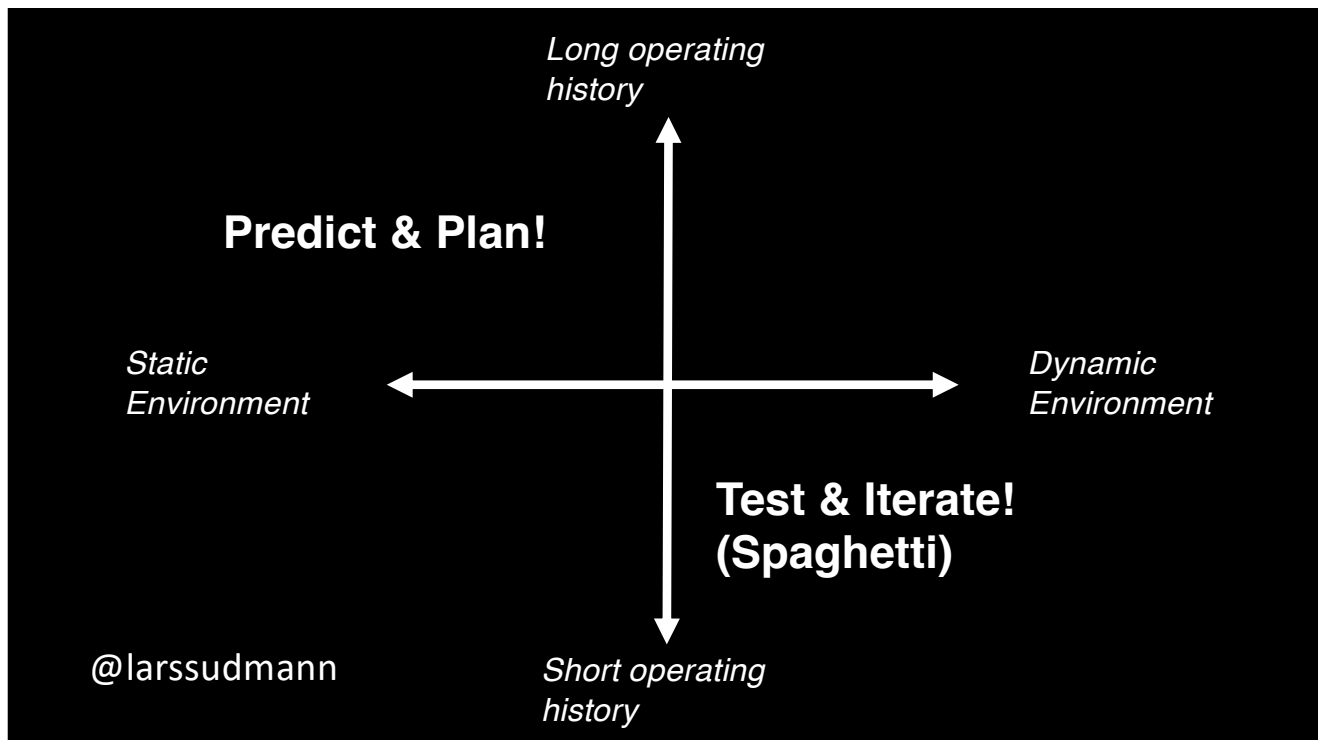
“If the path before you is clear
you’re probably on somebody
else’s.”

Joseph Campbell

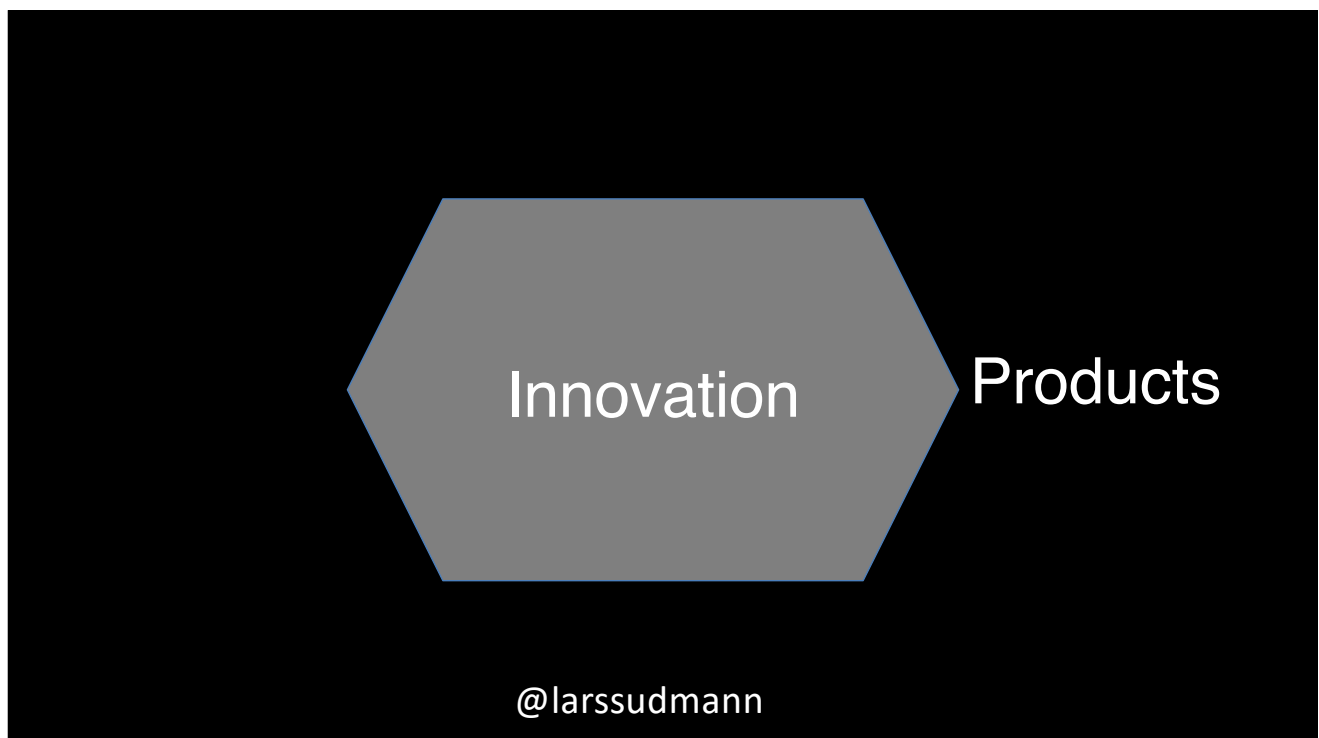
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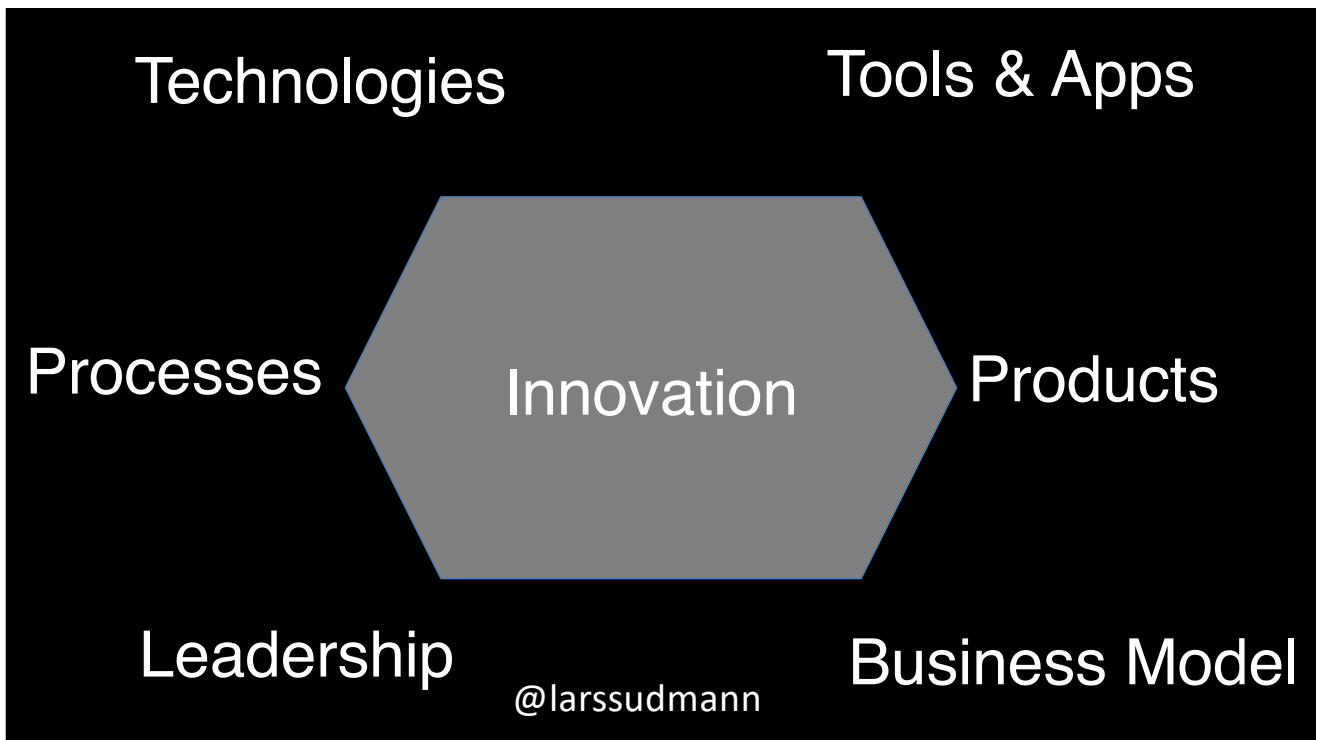
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Why is innovation & digital transformation more important than ever?

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

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

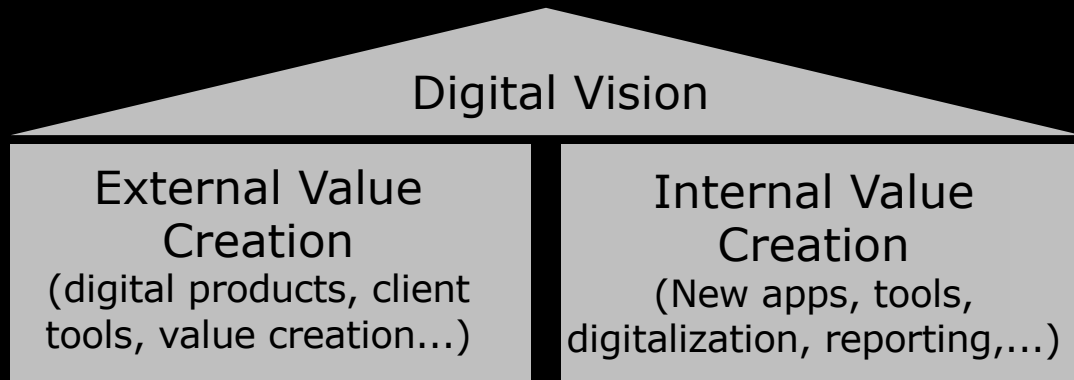
Cf. Ben Thomson, Stratechery

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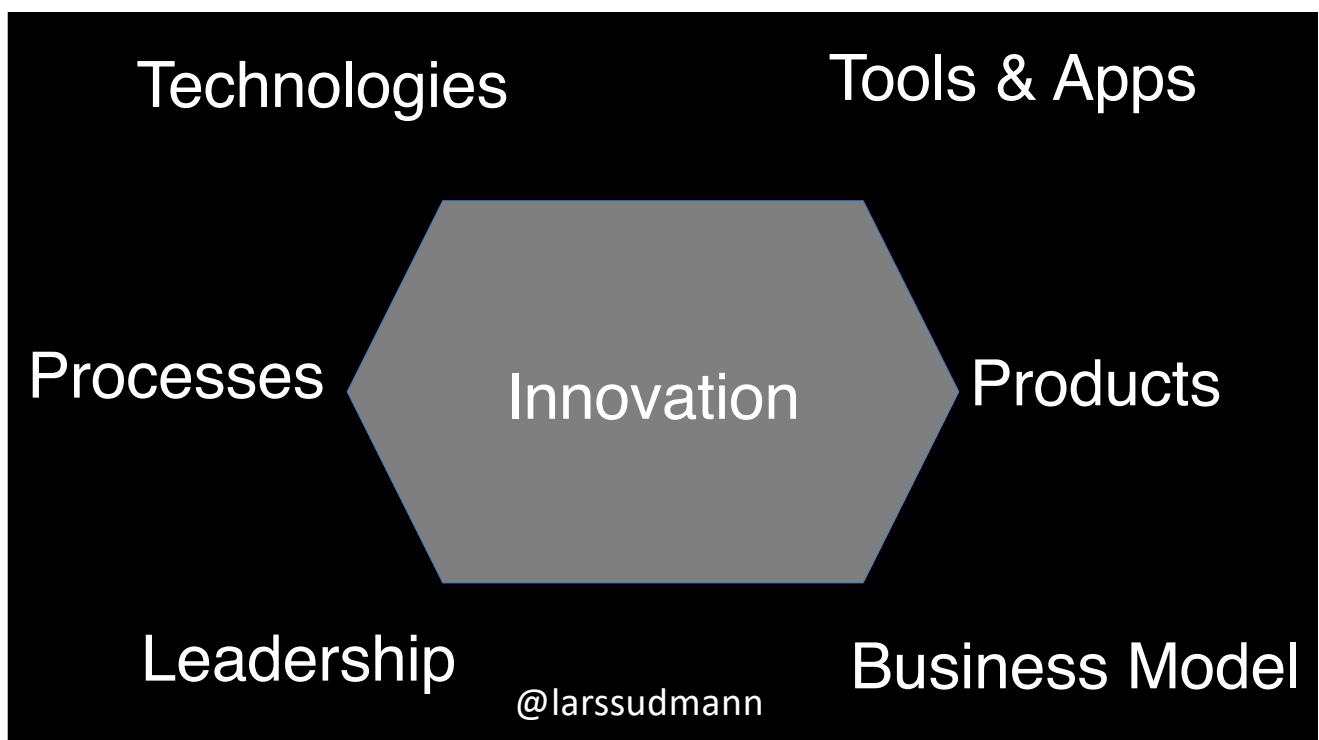
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“If you don’t know where to start with your digital transformation, begin with your customer journey”

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

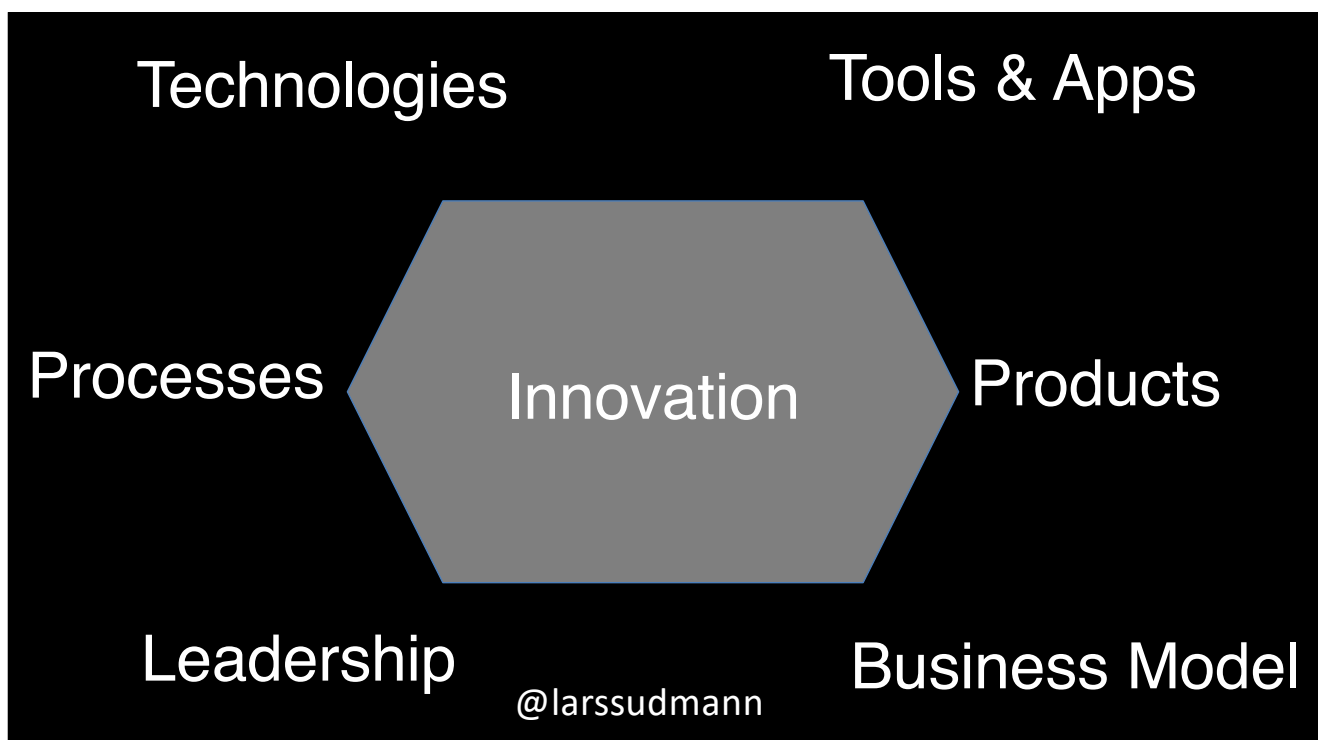
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My vision in a tweet _____
With the key goals _____
We are focussing on this _____
And not on this _____
And will need do this to achieve it _____
The key action I/we will do tomorrow is _____

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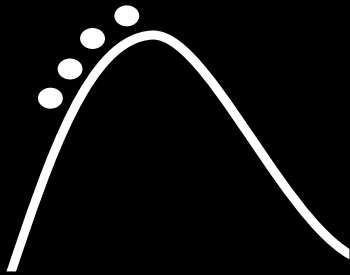


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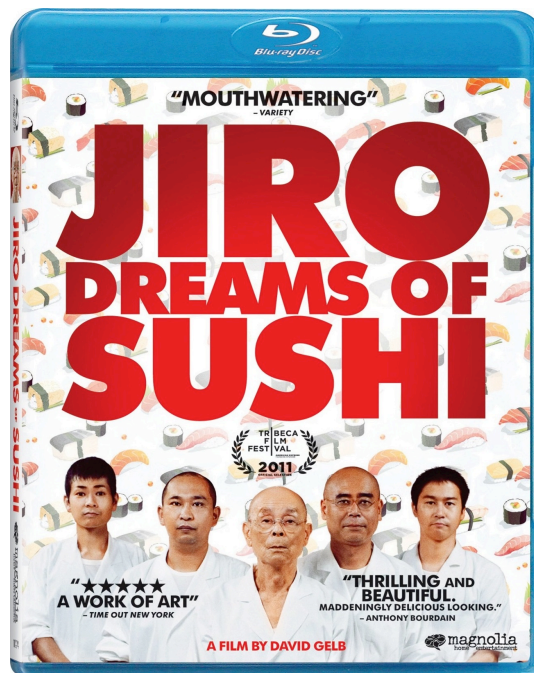
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Optimisation



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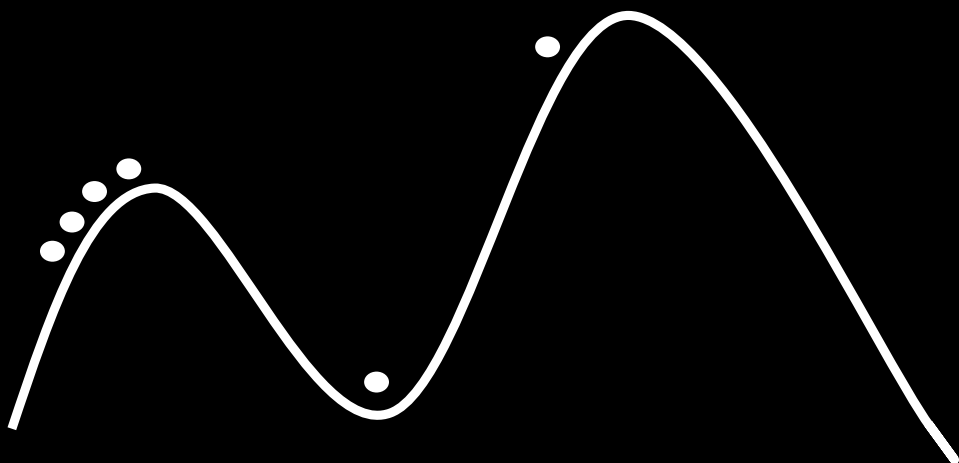
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The Spaghetti Principle

Spaghetti Superiore

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Optimisation



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How did you open your
last virtual team
meeting?

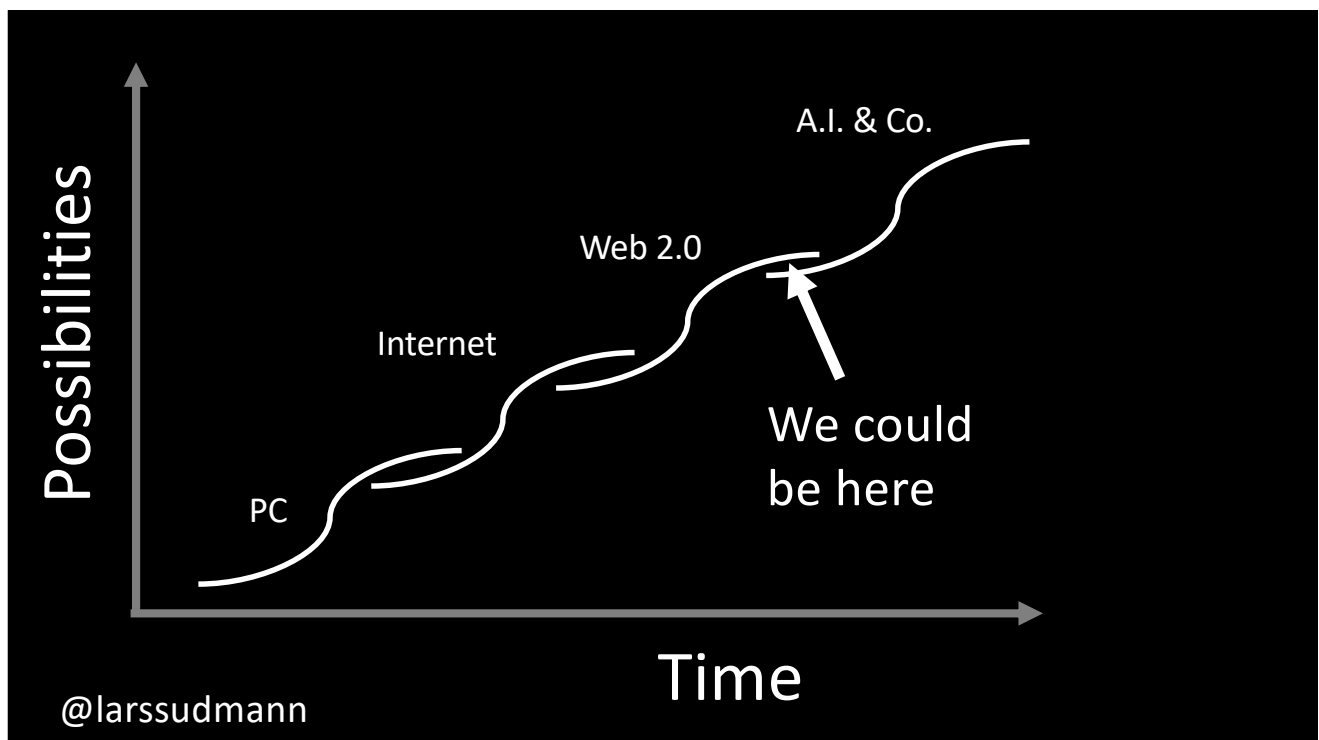
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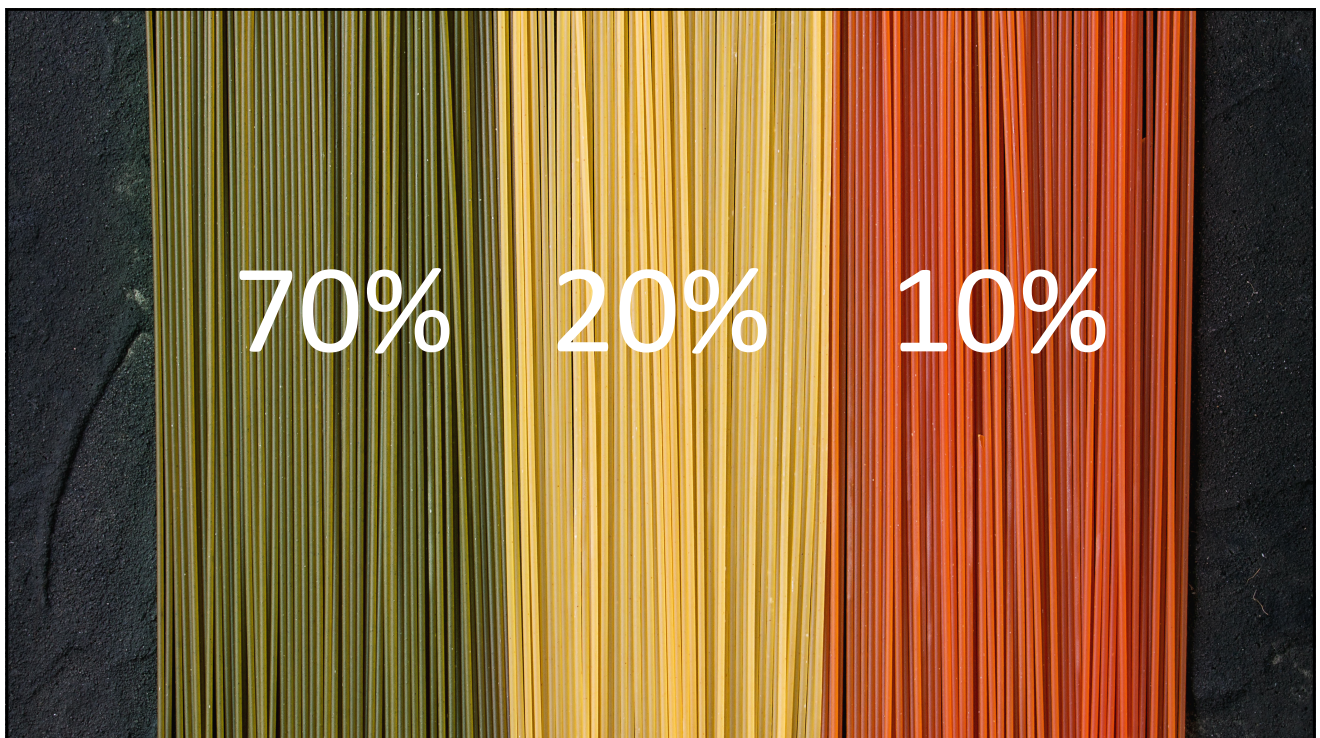
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Keep a degree of wildness

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NotebookLM

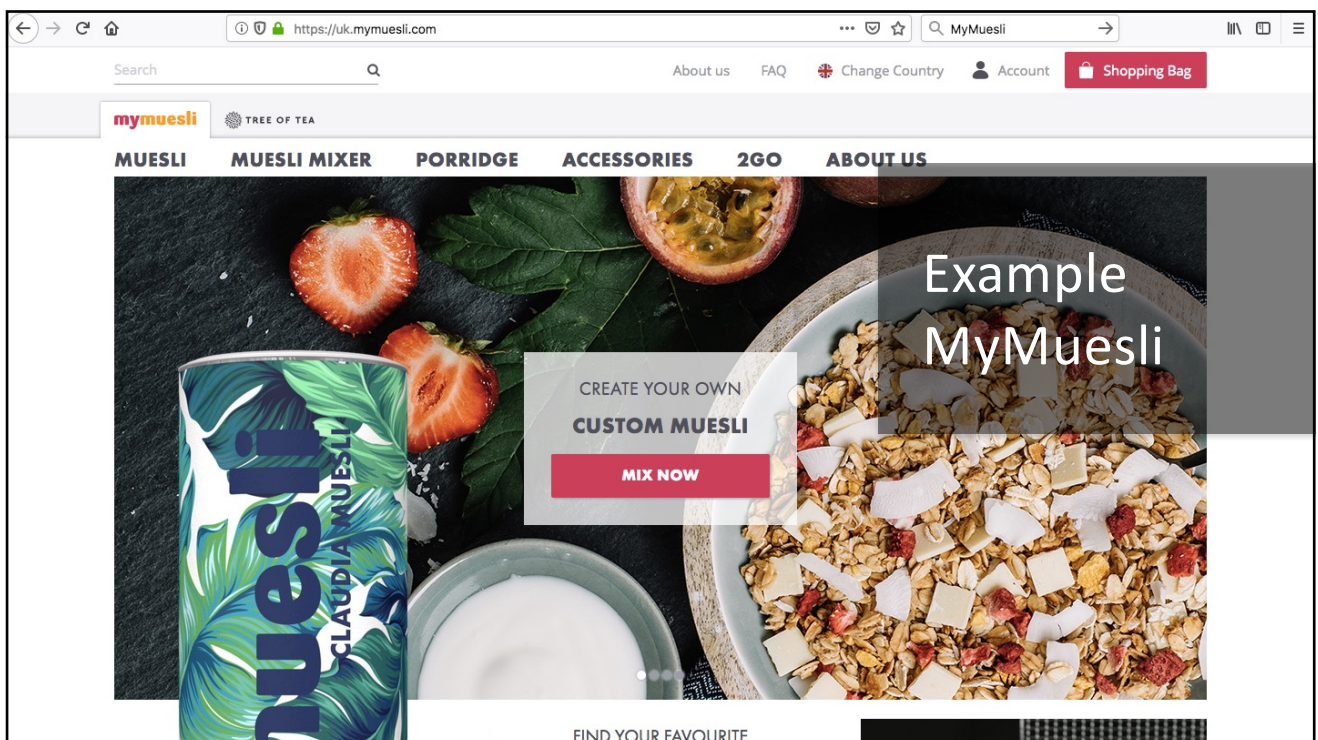
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10+ hours ChatGPT & Co

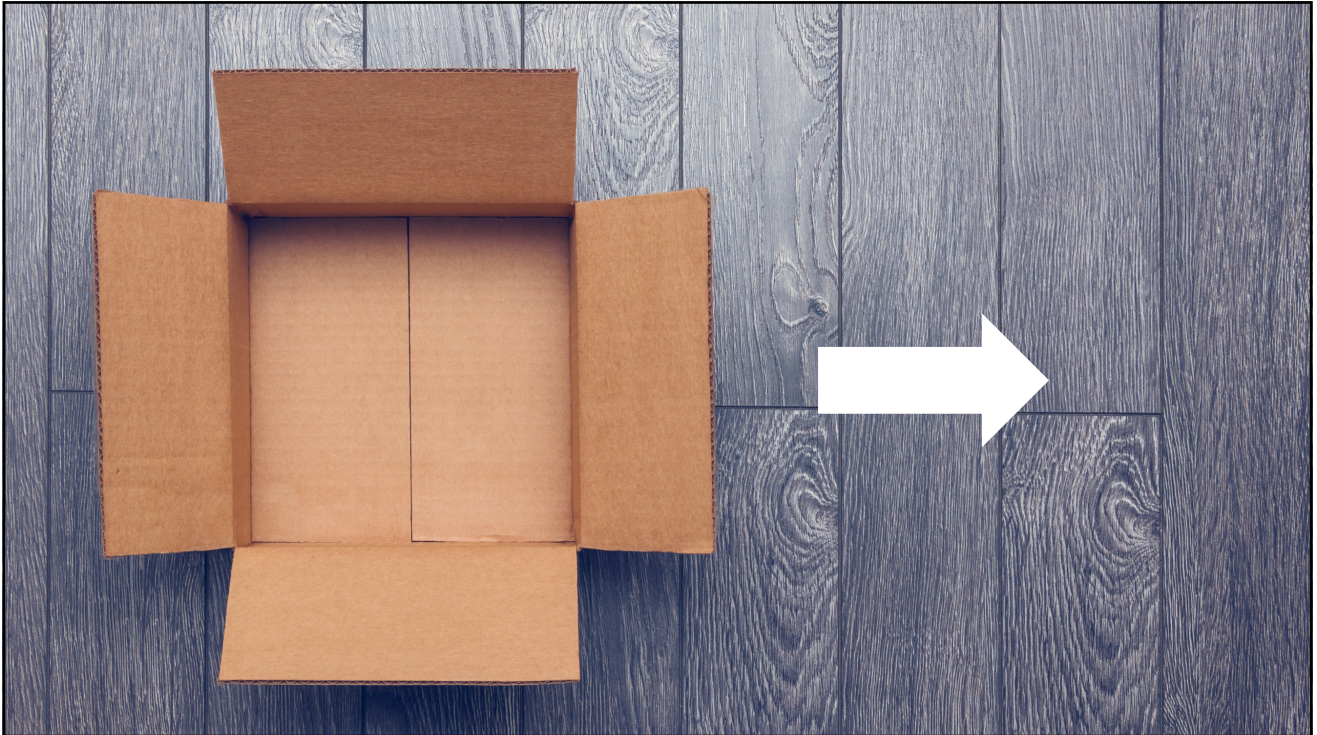
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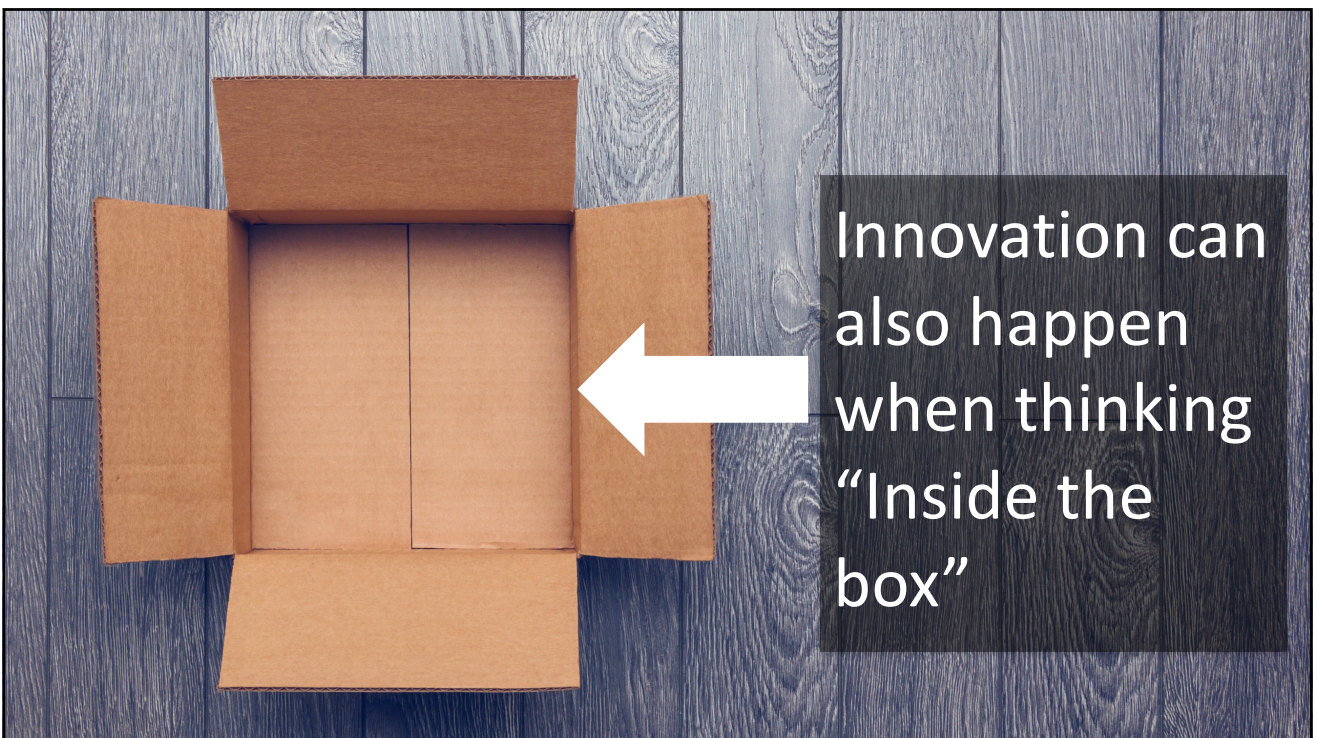
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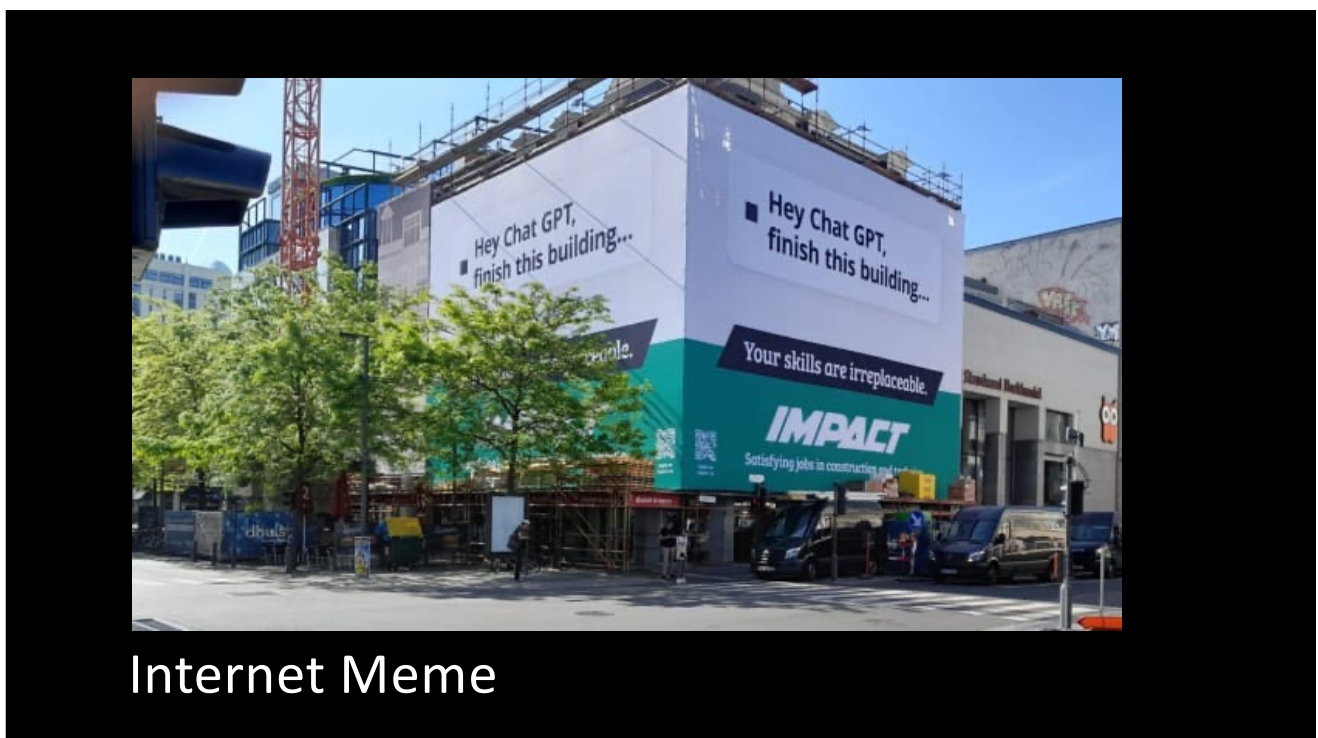


Innovation can
also happen
when thinking
“Inside the
box”

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

Derek Sivers

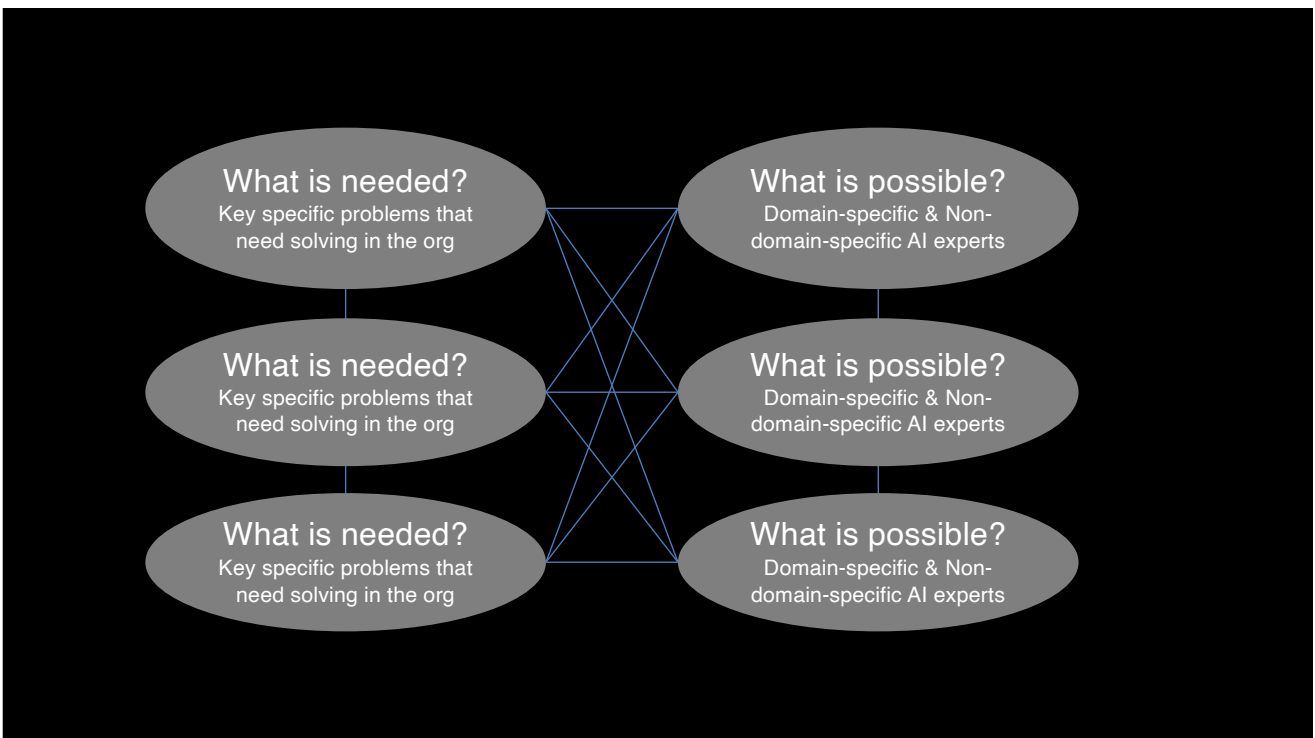
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AI-
Hackathons

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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.”

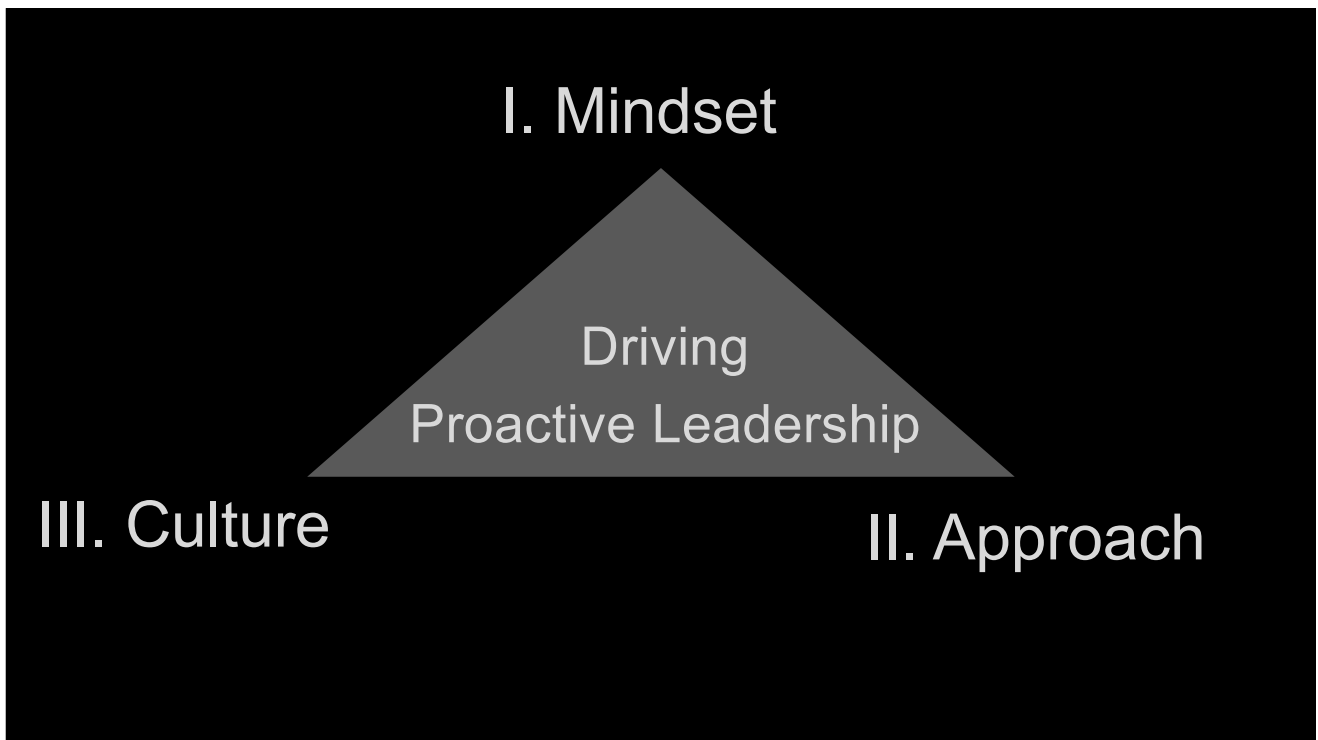
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The Spaghetti Principle

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!“

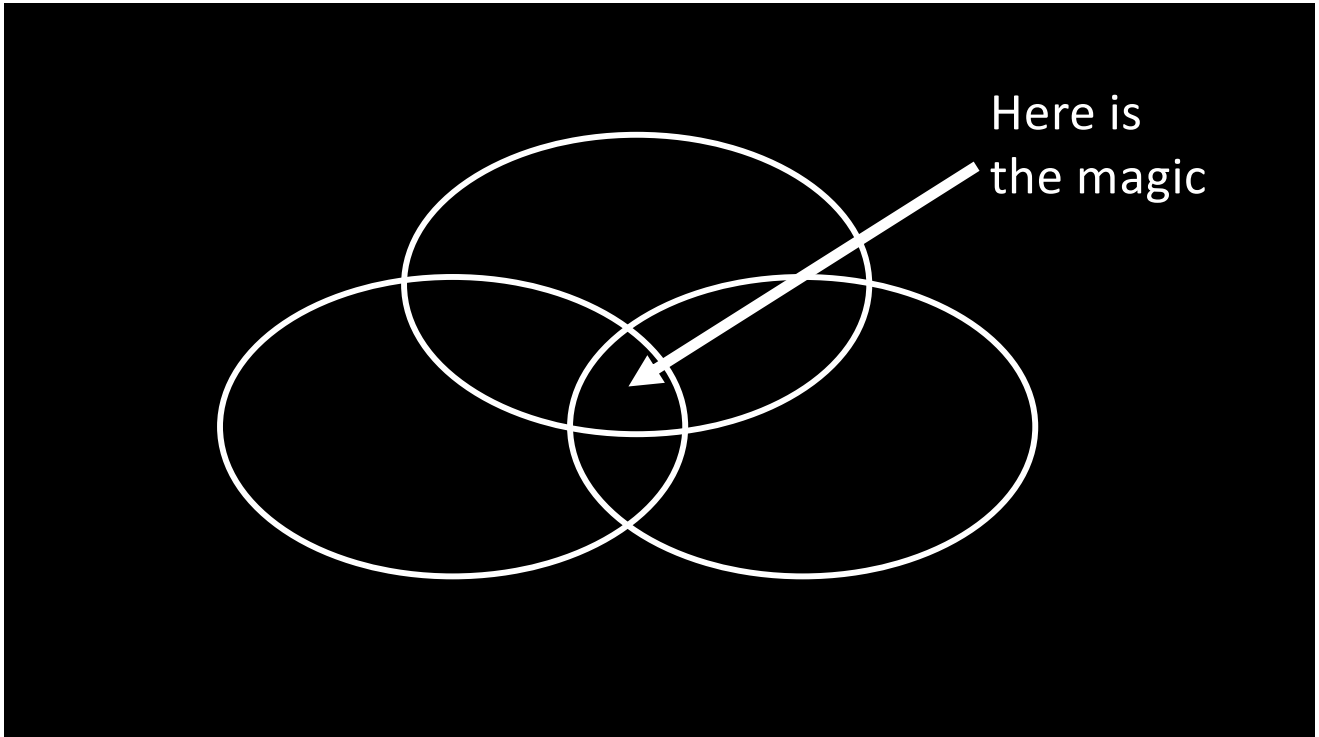
2024: Uber, Lyft & Co.

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

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“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?

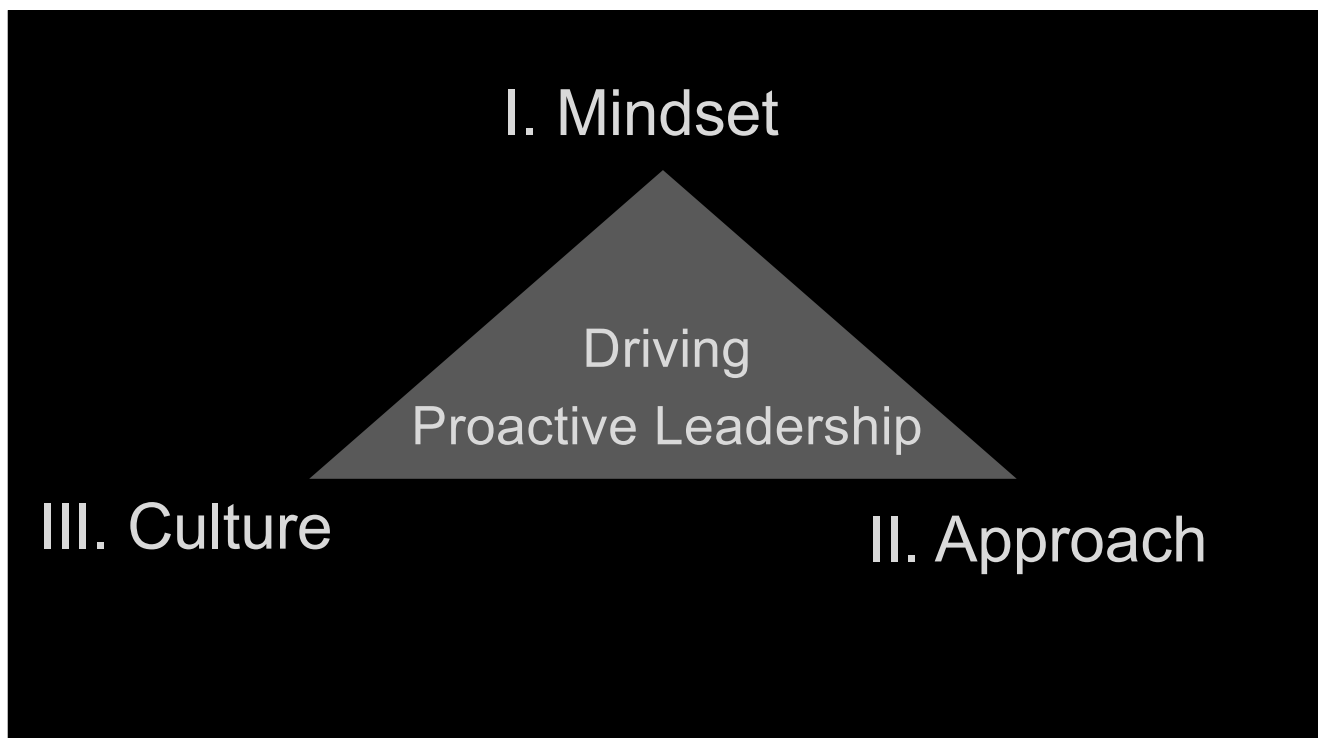
Hope / Fear > 1

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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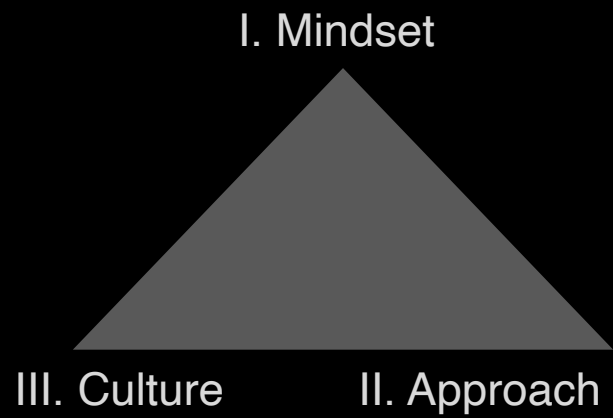


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The Spaghetti Principle
of Innovation

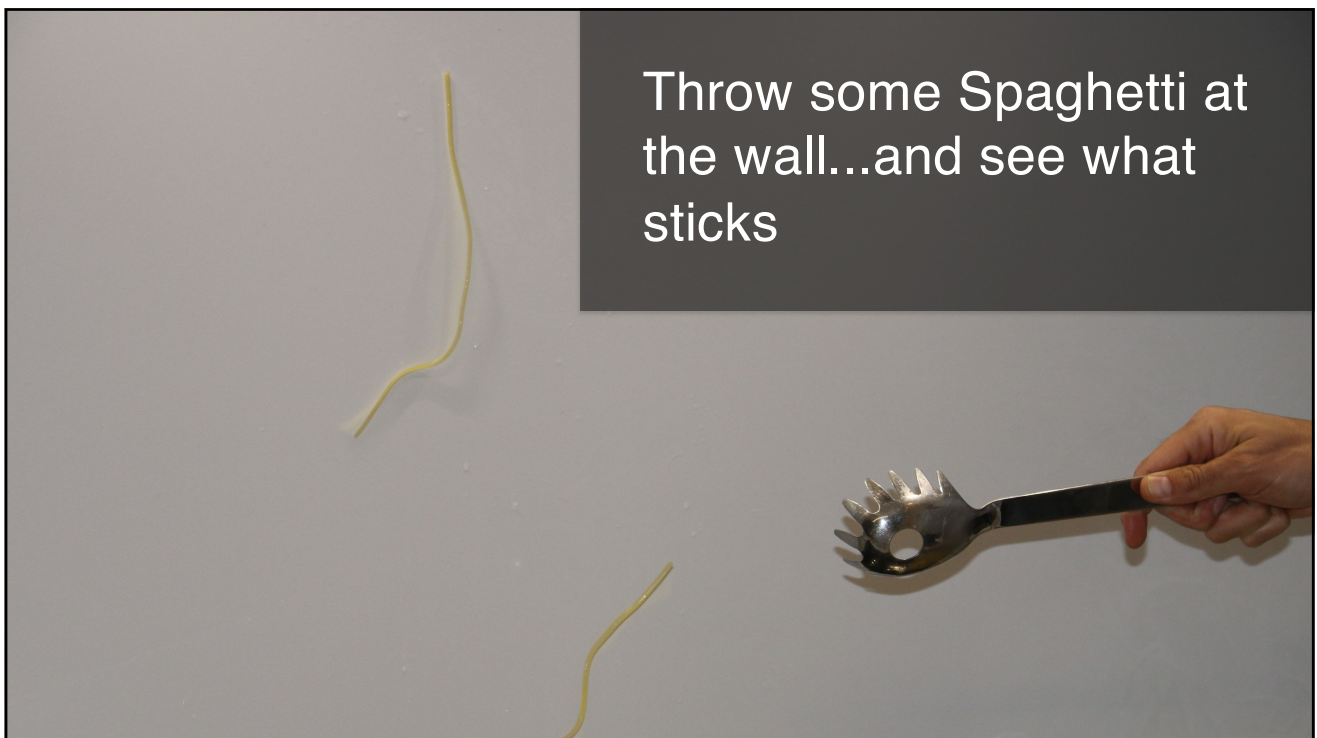
Spaghetti
Superiore

Driving Innovation



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Throw some Spaghetti at
the wall...and see what
sticks



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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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