

CHANGE,
LEADERSHIP
& PARTNERS.

DIGITALIZATION

accelerating digital transformation

eBook 2016

JUNE 2016

Why DIGITALIZATION



THE WHY



THE CHALLENGE



NEXT STEPS



OUTCOME



ABOUT CLP

THANK YOU

Increasingly we are dealing with fast changing digital future: 3D-printing, artificial intelligence, predictive data, or Minimal Viable Product development, to name only a few of these trends. Companies that are more mature in their adoption of digital computing technologies are proven to have better performance in revenue, profitability, and market capitalization. Humans are creating this revolution and we all will be part of it and organisational leaders will be the catalyst for this revolution.

CLP invites leaders from various industries with different specialities and knowledge to discuss how digitalization influences the way we work and lead. We want to explore the impact of digitalization and the consequences we may face tomorrow. All this will be compiled in a unique eBook that will show unique answers to the same topic and question.

What is your understanding of digitalization and its impact on leadership?

How to be part of it?



THE WHY



THE CHALLENGE



NEXT STEPS



OUTCOME



ABOUT CLP

- ✓ We keep it simple!
- ✓ To discuss digitalization from different viewpoints, a group of diverse leaders will be asked the same question: *“What is your understanding of digitalization and its impact on leadership?”*
- ✓ Each person has up to approx. **400 words** (1 page) to answer this question



Your benefit –
What do you get
out of it?



THE WHY



THE CHALLENGE



NEXT STEPS

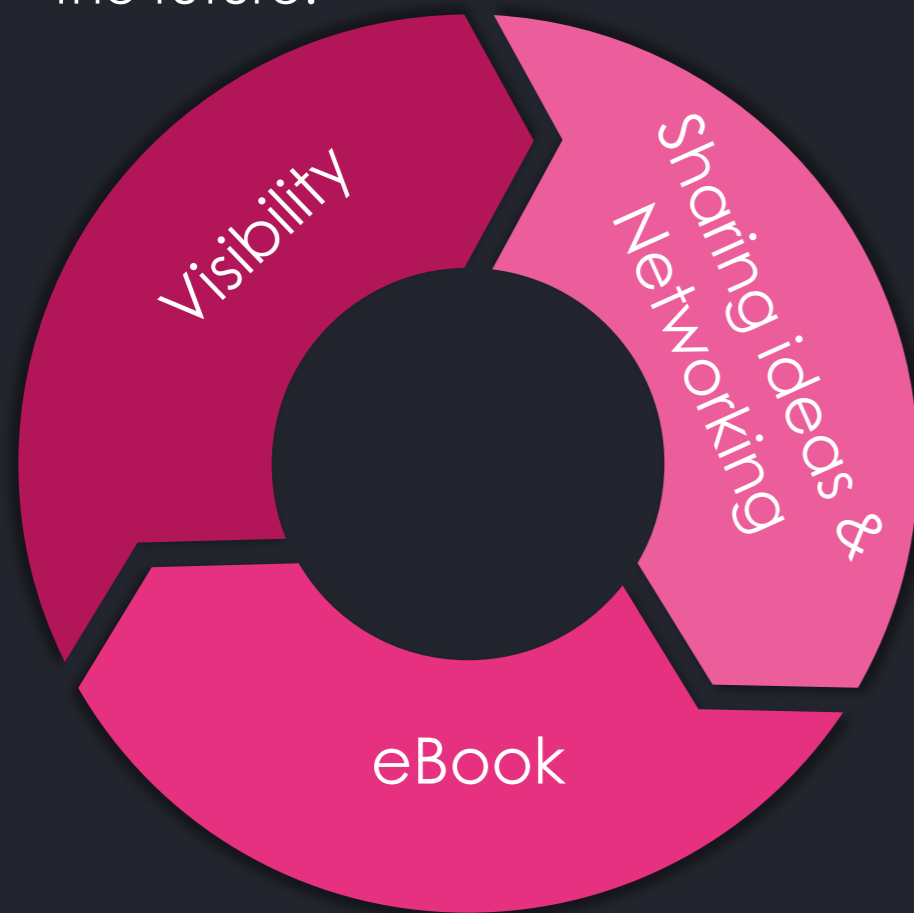


OUTCOME



ABOUT CLP

We are all aware that we will be massively impacted by digitalization. It is up to us to make a difference. Thank you for helping to anticipate the way we live, work and lead in the future.



Sharing Ideas & Networking

You can be part of a collective and comprehensive research project. It's a unique opportunity to network and exchange ideas with other leaders facing the same issues.

Visibility

Your answer will be published on our website and LinkedIn etc. with your consent, that is easily accessible online. If desired you can share some personal information and also position your organization.

eBook

As final outcome, the eBook will give you and the reader a broader understanding of digitalization. It will contain different perspectives from various industries, professions and personal interests.

What is your understanding of digitalization and its impact on leadership?

by [Marcus Gottschalk](#)

THE MORE DIGITAL, THE MORE HUMANE

A recent article from Albert Wenger, Managing Partner at Union Square Ventures, writing about automatization, digitalisation and its impact on our society, was my wake-up call and the start of this eBook. Wenger shows the difference between trajectory and transitions and argues that historically humans constantly improved living in terms of health, life expectancy, freedom or wealth. However, in transition of ages, like from the agrarian age into the industrial age, humans faced extreme hardship: unhuman work conditions, wars, diseases, arbitrary exploitation etc. We are certainly entering the information age, dragging bits of the industrial age still with us. We can see trends today that will exponential accelerate tomorrow: start-ups like kickstarter, 3D printing, autonomous driving, e-mobility, artificial intelligence. We are certainly novices in dealing with these trends and their impact on modern society. How will we deal with digitalization tomorrow? Do we face high unemployment, misuse of data and intellectual property? Will we try unsuccessfully to protect and limit free use of data and sharing of knowledge? Will we see classical industries vanish or states disappear? And what is with leadership?



Dr. Marcus Gottschalk

Position: CEO

Company: Change, Leadership & Partners (CLP)

Short Bio: Marcus is CEO at Change, Leadership and Partners and drives CLP's businesses world-wide. He focusses on business and leadership development, is responsible for programme content, design and quality and key-account for most of CLP's clients. Marcus is an experienced global leadership consultant with broad,

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The eBook will show the question and your answer on the left hand side. On the right hand side we will present your personal profile (short bio, job position, company, personal interests etc.).

The eBook will be published accessible to everyone on the internet, as in the digital age knowledge is free and open.

Where to find us



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If you have any questions or need for more information, please do not hesitate to contact us at: info@change-leadership.net

We are looking forward to your contribution!

You can also find more information about CLP on our brand new website <http://www.change-leadership.net/>

Your CLP team

