



Corporate culture as a success factor making Digital Transformation a success story



"More than any change process since industrialization, digital transformation has led to a profound shift in all areas of our lives. And it is far more than a technical or structural challenge; it is above all a human and thus cultural one. We are no longer able to use tried and tested practices to handle the complexity and speed associated with the change in generations and values. Our mental operating systems need to be updated in order to increase our perception skills and our ability to differentiate more and to evaluate differently, so that we are able to alter our behavior: a leadership transformation starting with top management."

Beate Junginger

KEYNOTE



Leadership in times of digitalization

As a result of digital transformation, a new dynamic is unfolding within companies, which is being enforced by the exterior dynamic. In addition to technical and economic dimensions, digitalization has a profoundly human dimension. It not only changes the way we produce, distribute, live and work, but also how we experience the world and the way in which we communicate.

The acronym VUCA (volatility, uncertainty, complexity, ambiguity), which originated from the military vocabulary of the 1980s, reflects the experience of many during times of digitalization. The effects on society, businesses and our private lives are complex and interdependent. And the extent and speed of the changes are difficult to gauge. Maintaining an overview is becoming increasingly difficult.

Psychology, people's conscious and unconscious experience and behaviour, is probably the No. 1 factor that promotes, hinders or even prevents internal processes, necessary management initiatives and even digitalization from coming to fruition.

Fears and resistance are the biggest obstacles on the road to great change, especially digitalization. Even the best innovations fail because of managers' fears, ego and lack of technical know-how. And to make matters worse, managers are not even aware of this. That is most likely the reason why, according to current surveys, 80% of company managers consider digitalization to be inevitable, but only 5% have a concrete plan for its implementation.

And typical management strategies tend to be more obstructive than beneficial. Complexity and dynamics must first be addressed on a human level, and not only managed with greater awareness, but also anticipated, in order to prevent their inherent problems and conflicts from occurring in the first place. Only in this way will strategic initiatives around digital transformation be successful.



New solutions for your own digital future

This keynote deals with the five core **human** challenges of digitalization:

1. How can (all) managers, employees and customers become (even more) enthusiastic about digitalization and the associated change?
2. What is needed so that everyone is aligned and everyone knows why they are moving in a particular direction towards a joint goal?
3. How do managers acquire an "agile sovereignty" that enables them to make sustainable decisions with calm efficiency and quickly?
4. How can the differently perceived need for change and the resulting speeds of management, IT, production, sales and marketing be synchronized?
5. What (leadership) culture is needed for a company to be successful and to attract and retain outstanding employees?

Only when these questions have been answered in a meaningful way and the (leadership) culture of the company has changed accordingly, can classic success drivers, such as strategies, structures, processes, etc., also take effect.

"There is much talk about digital transformation, i.e. doing things differently, but in fact managers are mainly busy undertaking activities using tried and tested practices, simply for activity's sake and hereby carrying out a digital transaction. Yet transformation requires a greater awareness of one's perceptions and actions in order to be able to adapt them to new requirements and thus really break new ground. The realization that only cultural transformation makes digital transformation possible is only slowly filtering through to top management."

Beate Junginger



Beate Junginger

is the founder and managing partner of aergon inside-out leadership-transformation Munich.

Beate and her team support managers, teams and organizations from DAX corporations and medium-sized and start-up companies, with the definition and implementation of holistic transformation processes and executive coaching throughout Europe, North America and Asia. Their aim is to form sustainable communities of meaning and trust and thereby increase entrepreneurial success.

In her book Gesunde Psyche – Gesundes Immunsystem (Healthy Psyche - Healthy Immune System) (Knaur/MensSana)), Beate discusses the interdependencies between psyche, behavior and health in relation to burnout. Since her book was published, she has appeared as a coaching expert on various German television magazines as well as on the leading TV channels ZDF and ProSieben.

Beate has extensive experience with the transformation challenges of digitalization and has accompanied several digital transformation processes. She is a certified Scrum Master and conducts culture surveys in teams and companies in cooperation with the Barrett Values Centre.

Also recently, dlead – Führen in digitalen Zeiten (Leadership in Digital Times) has been published and focuses on the challenges of digital transformation for executives.

Beate Junginger

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Credentials



"Intervention in existing products, processes and teams does not happen intuitively, and past experience is only of limited help. Now is the time – and the chance(!) to reinvent your own corporate culture."

Alexander Gebauer
CEO Allianz Real Estate West Europe



"SPS supports companies in the digitalization of their business processes. Successful transformation requires a corporate culture that supports proactivity and digital competence."

Jörg Vollmer, CEO SPS und Member of the
Swiss Post Executive Management