

ERFOLGREICHE FÜHRUNG IN DER DIGITALISIERTEN WELT

Prof. Dr. Sabine Remdisch

Leiterin Institut für Performance Management, Leuphana Universität Lüneburg
Guest Researcher Stanford University

Wie sehr sind Sie persönlich
an Ihrem Arbeitsplatz von
den Auswirkungen der
Digitalisierung betroffen?
(Gar nicht – sehr stark)

Digital Leadership



Quelle: Eigenes Foto

Wie stark stellt die
Digitalisierung für Ihr
Unternehmen eine
Herausforderung dar?
(Gar nicht – sehr stark)

Work on Wheels



Quelle: IDEO

Our Study

Identification
of Innovative
Pioneers through
Employer Ratings

Interview
study with
Innovative
Pioneers

Factors for
Successful
Digital Work &
Transformation

Comparison
with
Traditional
Companies

Five Factors – Five Switches



Workplace

Flexible Office
Solutions

Flexible Work
Locations

Flexible Working
Time



Collaboration

Shared Data

Networking
People

Self-Governing
Teams



Empowerment

Self-directed
Work
Organization

Democratic
Decision-making

Direction
Through
Feedback



Leadership

Moderating
Human
Networks

Guiding with
Visions

Coaching and
Advising



Culture

Focus on
Innovation

Promotion of
Transparency

Sense of
Unity

Five Switches + Scalability Factor

As you grow ... things change

LEADERSHIPGARAGE



Workplace



Collaboration



Empowerment



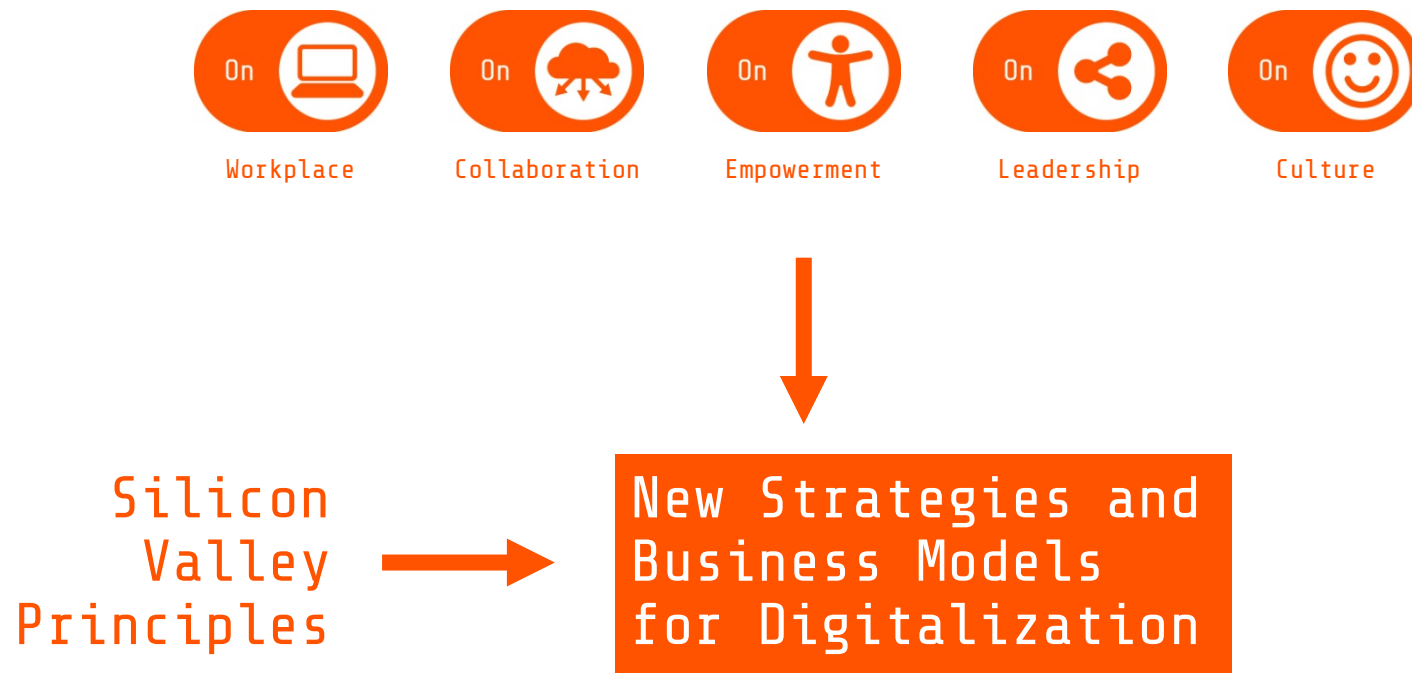
Leadership



Culture



Scalability Factor



Speed

**MOVE
FAST AND
BREAK
THINGS**



Quelle: CC-BY-2.0 Mike Deerkoski/Flickr

Speed

A man in a dark t-shirt and jeans stands on a stage, holding a microphone. Behind him is a large white screen displaying the text "MOVE FAST WITH STABLE INFRA" in red. To the right of the screen is a large, illuminated, low-poly geometric structure. The stage is dark, and the audience is visible in the foreground, mostly in silhouette.

**MOVE
FAST WITH
STABLE
INFRA**

Quelle: CC-BY-2.0 Mike Deerkoski/Flickr

From slow to fast.

Customer relationships



Quelle: The Coca Cola Company



Customer relationships



Quelle: CC-BY-2.0 Christian H./Flickr

Customer relationships



Quelle: Lego/Cuusoo

From value capture to value co-creation.

Employees

“It doesn't make sense to hire smart people and then tell them what to do; we hire smart people so they can tell us what to do.”
– Steve Jobs

Quelle: CC-BY-SA-3.0 Matthew Yohe/Wikimedia Commons



From loyalty to empowerment.

 **LEADERSHIP** GARAGE

→ `leadershipgarage.stanford.edu`