
WACHSEN IN SCHWIERIGEN ZEITEN: VUCA BUSINESS ALS CHANCE

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DRIVERS

- Acceleration of Change
 - Change has changed

TIME TO GET 50 MILLION USERS

- Radio 38 years
- TV 13 years
- Internet 4 years
- Facebook 2 years
- Google Plus 1 year

DRIVERS

- Acceleration of Change
 - Change has changed
- Knowledge has become a commodity

KNOWLEDGE IS A COMMODITY

➤ # of Books 130,000,000

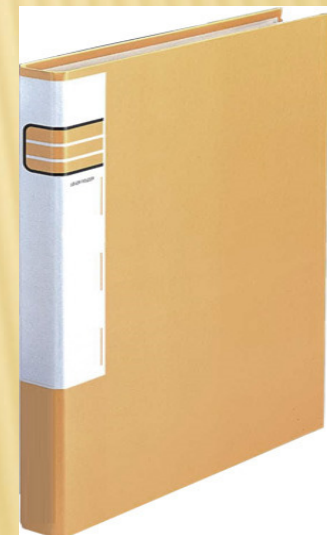
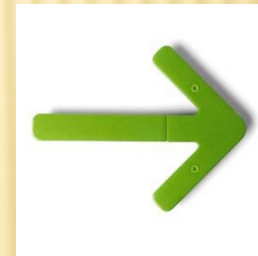
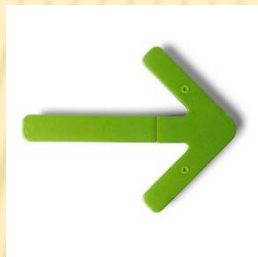
➤ # of Webpages 4,500,000,000

35 X

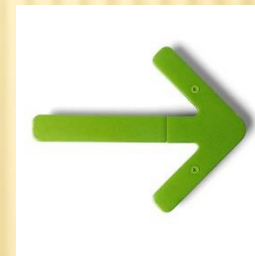
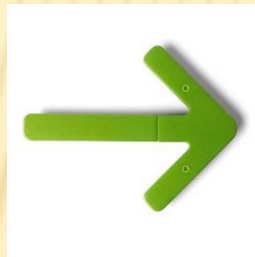
DRIVERS

- Acceleration of Change
 - Change has changed
- Knowledge has become a commodity
- Globalization
 - Hyper-Competition

INVENTION IS ABOUT TURNING MONEY INTO KNOWLEDGE

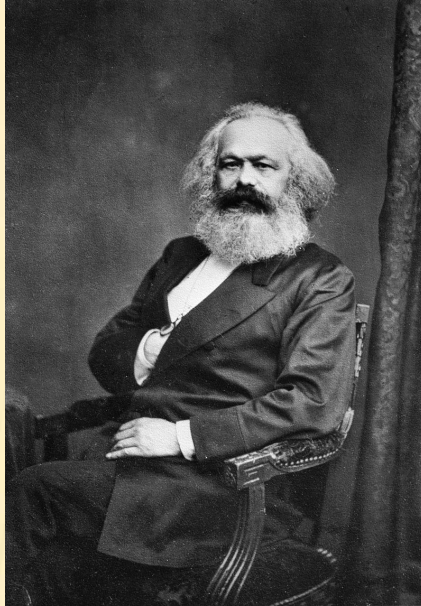


INNOVATION IS ABOUT TURNING KNOWLEDGE INTO MONEY



3 PILLARS OF INNOVATION

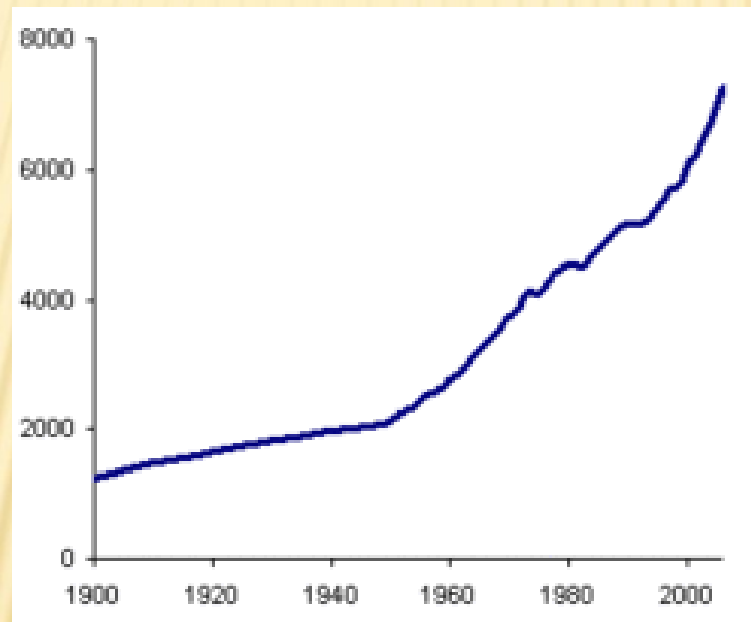
- Readiness to Change
- Choice of Focus
- Create the Future while Exploiting the Present



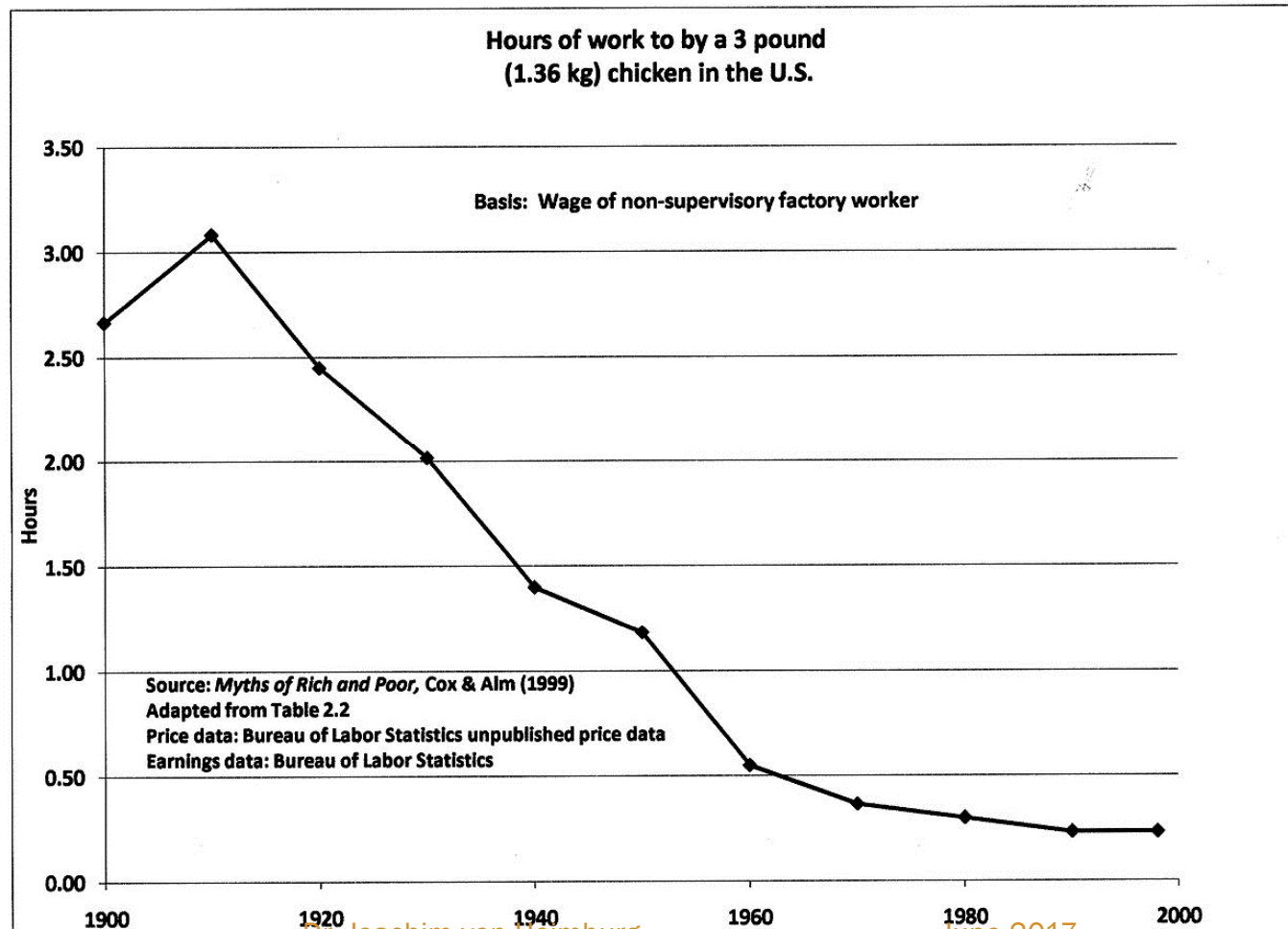
„The past lies like a nightmare upon the present“

Karl Marx

WORLD GDP IN US \$ PER CAPITA



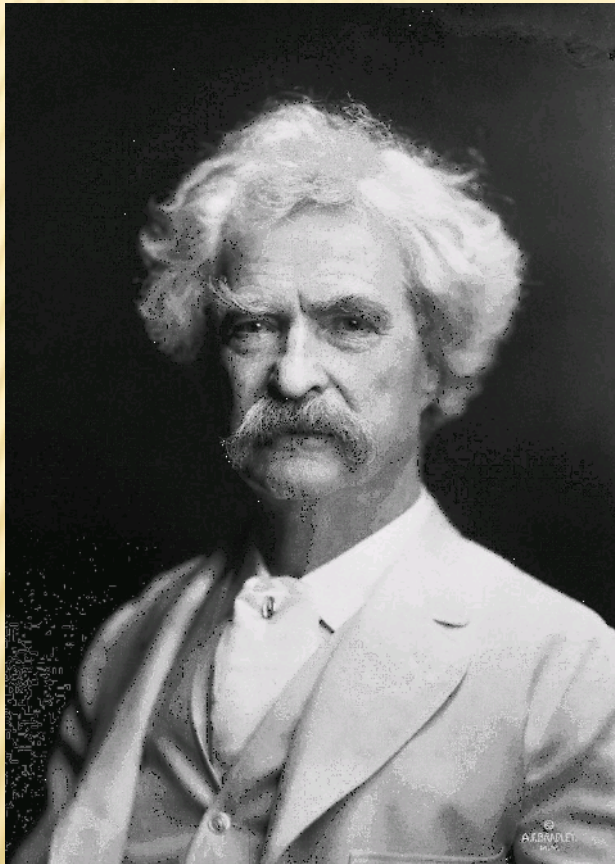
COST OF FOOD: HOURS OF WORK PER CHICKEN



Dr. Joachim von Heimburg

June 2017

CULTURE OF THE 20TH CENTURY ENTREPREISE



**I love Progress,
but I hate Change!**

Mark Twain

How can a Dinosaur become a Mammal?

PILLAR	WORLD OF DINOSAURS	WORLD OF MAMMALS
ABILITY TO CHANGE	<ul style="list-style-type: none"> - SET GOALS - WORK TOWARDS THEM 	<ul style="list-style-type: none"> - CREATE A VISION - START LEARNING - DEFINE GOALS AS YOU LEARN
CHOICE OF FOCUS	<ul style="list-style-type: none"> - OPTIMIZE THE CORE 	<ul style="list-style-type: none"> - TRANSFORM THE CORE - CREATE NEW CORE
AMBIDEXTERITY	<ul style="list-style-type: none"> - EXECUTE 	<ul style="list-style-type: none"> - DESIGN IN PARALLEL

AMBIDEXTERITY

Right Balance between

Running the Business vs. Changing the Business

Exploitation vs. Exploration

EXPECT A BUMPY ROAD!

EXPECT

- Crises of Commitment
- Conflicts
- Crises of Transparency and Identity

The Choice
that Leaders Face is
to Disrupt Themselves
Or
to be Disrupted.

Vivek Wadhwa

THANK YOU!

QUESTIONS?