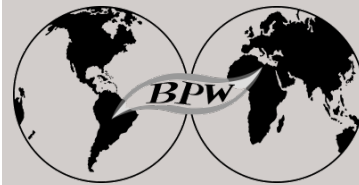


Digitalisation

The Human Factor

LEADERSHIP

in times of change



11th BPW Danube Net
Businesswomen
Forum 2017

Digitalisation
The Human Factor
LEADERSHIP
in times of change

Ing. Karin Gerbrich
concept@best4sales.pro
+43 676 6920430

**best
4sales**
BIZ:TRAINING
for entrepreneurs
with a vision...

1
November 17th, 2017



11th BPW Danube Net Businesswomen Forum 2017

Digitalisation
The Human Factor
LEADERSHIP
in times of change

Ing. Karin Gerbrich
concept@best4sales.pro
+43 676 6920430

best4sales
BIZ:TRAINING
for entrepreneurs
with a vision...



Industrial R(E)volutions



11th BPW Danube Net Businesswomen Forum 2017

INDUSTRY 1.0

- Late 18th century mechanical loom
- mechanization
 - hydropower
 - steam power
 - coal mining
 - heavy industries

INDUSTRY 2.0

- Beginning of 20th century division of labor mass production
- electricity
 - assembly lines
 - phone
 - telegram
 - typewriter
 - aviation
 - **Beginning of Globalization**

INDUSTRY 3.0

- Early 70s of 20th century Computer, IT, PLC
- use of computers
 - Production-automation
 - PC personal computer
 - **Continuing Globalization**

INDUSTRY 4.0

- Beginning of 21th century Digitization
- IoT
 - Daten, Daten, Daten
 - built2order
 - just in time-Production
 - artificial intelligence

and in the future...

- perpetual Disruption
 - ongoing Change
- ... in any case ongoing and ever faster changes!

Globalisation

Digitalisation

There have always been Social „Revolutions“:

- *the discovery of the fire,*
 - *the sedentarisation and agriculture,*
 - *the invention of the wheel,*
 - *the domestication of dogs and horses...*
- ... „our“ stages of development*
- *from Homo Erectus*
 - *to Homo Sapiens*
 - *to...?*

Revolution or Evolution?

... and always there were winners and losers!

Digitalisation
The Human Factor
LEADERSHIP
in times of change

Ing. Karin Gerbrich
concept@best4sales.pro
+43 676 6920430

best4sales
BIZ:TRAINING
for entrepreneurs
with a vision...

The Human Factor

DITITAL provenance and competence

- according to provenance
 - *Digital Native*
 - has naturally grown up with digital technology
 - born after ~1980
 - *Digital Immigrant*
 - has come to know digital technologies as novelties
 - born before ~1980
- according to competence
 - *Digital Resident*
 - digital technologies, Internet is (has become) part of life
 - use of digital technology is (has become) self-evident
 - *Digital Visitor*
 - uses digital technologies exclusively for defined purposes
 - no interest in **digital** social contacts
 - *Digital Ignorant*



11th BPW Danube Net
Businesswomen
Forum 2017

Digitalisation
The Human Factor
LEADERSHIP
in times of change

Ing. Karin Gerbrich
concept@best4sales.pro
+43 676 6920430

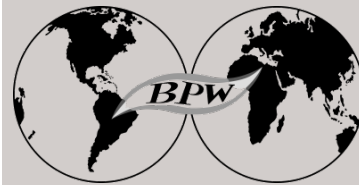
**best
4sales**
BIZ:TRAINING
for entrepreneurs
with a vision...

Situation in the world of work

the facts (of the situation in Austria)

- ~60% of the companies are „EPU”
 - and tendency is growing
- ~67% in „Gewerbe & Handwerk”
- ~61% in „Information & Consulting”
- ~49% in „Handel”
- ~35% in „Transport und Verkehr”
- ~33% in „Tourismus und Freizeitwirtschaft”
- ~11% in „Industrie”

*...the average age
is 46 years
...the proportion of
women is ~51%*



11th BPW Danube Net
Businesswomen
Forum 2017

Digitalisation
The Human Factor

LEADERSHIP
in times of change

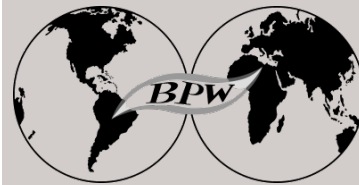
Ing. Karin Gerbrich
concept@best4sales.pro
+43 676 6920430

**best
4sales**
BIZ:TRAINING
for entrepreneurs
with a vision...

Digitalisation

what that changes (inter alia)

- Value chains
 - *are broken up*
 - *stations are eliminated*
- Jobs
 - *will be relocated to home*
 - HomeOffice
 - *will be outsourced or completely eliminated*
 - Outplacement Consulting
- Rapid rising in the number of „EPU“
 - *not only „StartUps“!*
- necessary response
 - *adapt the leadership*
 - in SME (and larger ones)
 - establish leadership in „EPU“ too... (project-related teams)



11th BPW Danube Net
Businesswomen
Forum 2017

Digitalisation
The Human Factor
LEADERSHIP
in times of change

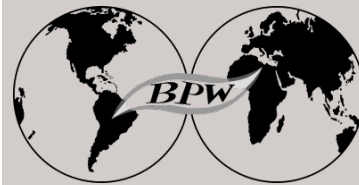
Ing. Karin Gerbrich
concept@best4sales.pro
+43 676 6920430

**best
4sales**
BIZ:TRAINING
for entrepreneurs
with a vision...

Changes in the worlds of work

the facts (of the situation in Austria)

- Challenges for SMEs and larger
 - *Tendency to HomeOffice* *lack of social contacts at work*
 - *appreciable competition by „EPU“*
 - decrease in business
 - *significant competition from global companies*
 - build2order
 - online shops
 - *certainly „robbery“ of consulting service!*



11th BPW Danube Net
Businesswomen
Forum 2017

Digitalisation
The Human Factor
LEADERSHIP
in times of change

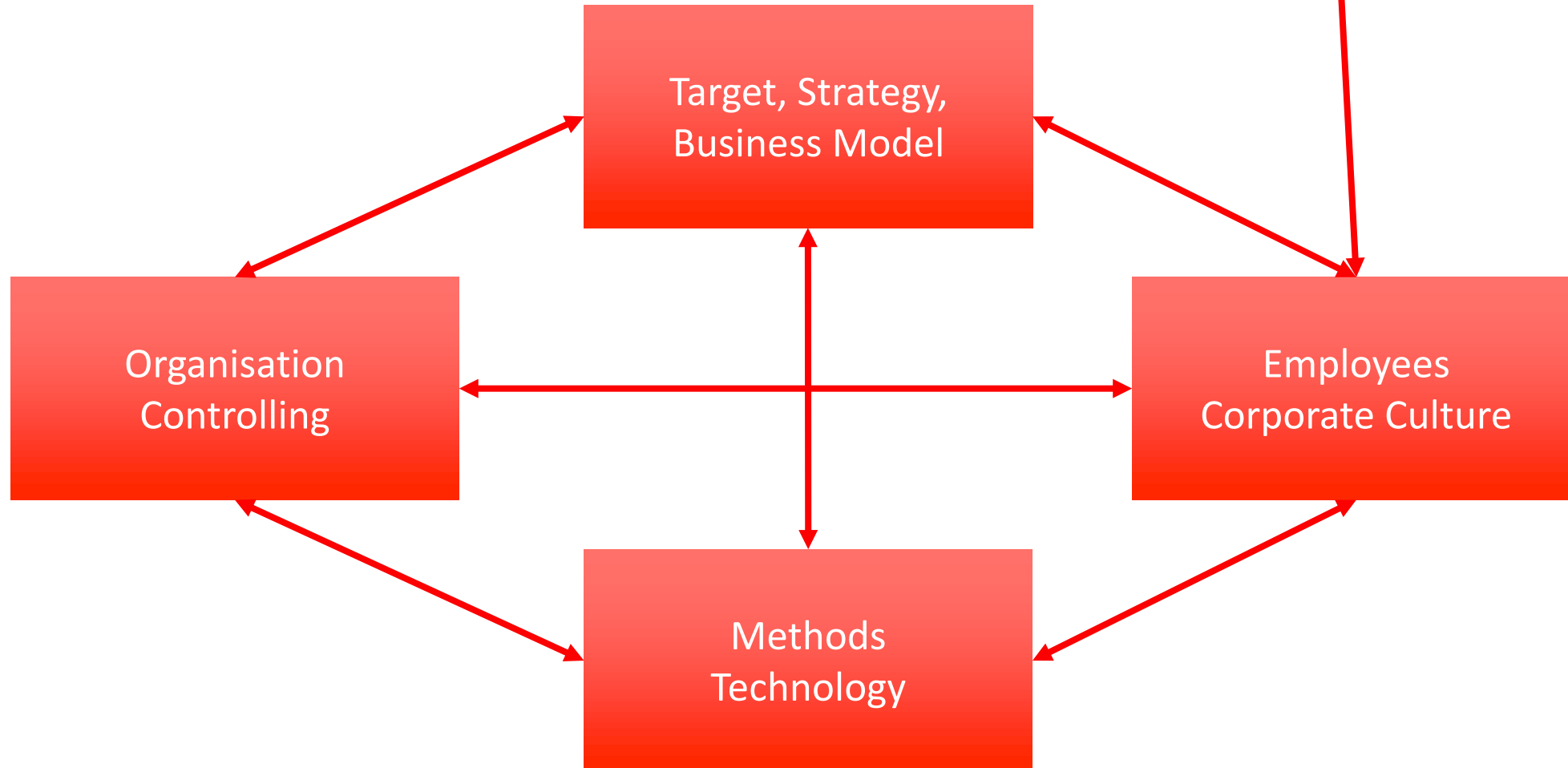
Ing. Karin Gerbrich
concept@best4sales.pro
+43 676 6920430

**best
4sales**
BIZ:TRAINING
for entrepreneurs
with a vision...

Digital Leadership

the components

*very important
to set the
FOCUS here!*



11th BPW Danube Net
Businesswomen
Forum 2017

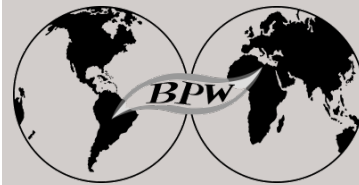
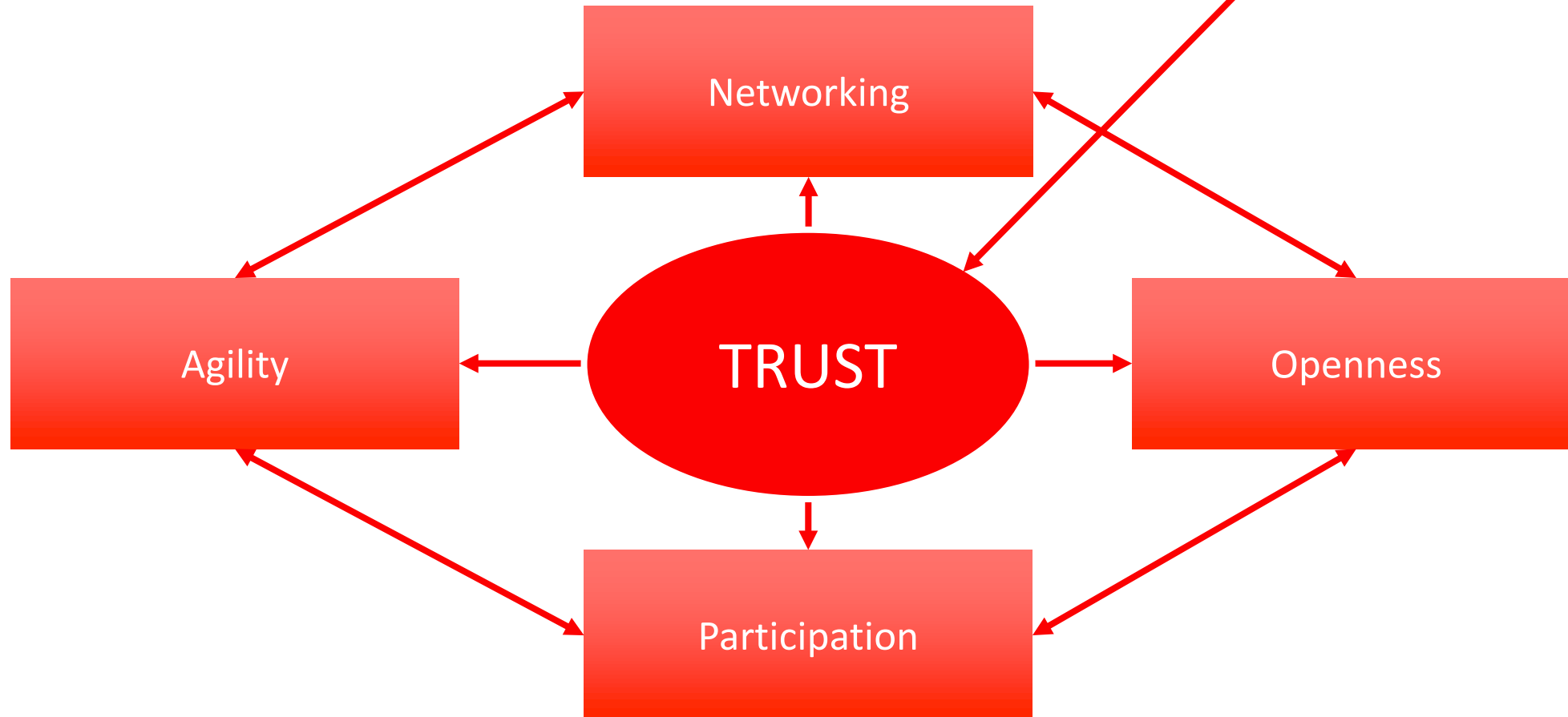
Digitalisation
The Human Factor
LEADERSHIP
in times of change

Ing. Karin Gerbrich
concept@best4sales.pro
+43 676 6920430

**best
4sales**
BIZ:TRAINING
for entrepreneurs
with a vision...

Digital Leadership the characteristics

*very important
to set the
FOCUS here!*



11th BPW Danube Net
Businesswomen
Forum 2017

Digitalisation
The Human Factor
LEADERSHIP
in times of change

Ing. Karin Gerbrich
concept@best4sales.pro
+43 676 6920430

**best
4sales**
BIZ:TRAINING
for entrepreneurs
with a vision...

AGIL

{latin *agilis*: nimble, fast, agil}

worlds of work
change
have changed
will continue to change



11th BPW Danube Net
Businesswomen
Forum 2017

Digitalisation
The Human Factor

LEADERSHIP

in times of change

Ing. Karin Gerbrich
concept@best4sales.pro
+43 676 6920430

**best
4sales**
BIZ:TRAINING
for entrepreneurs
with a vision...

Taylorism

(19th century, 1st and 2nd Industrial Revolution)

- Target

- *Increase of productivity*
- *Increase of quality*
- *Split complex activities into simple ones*
 - there is „one best way“
- *Work without thinking*
- *Fixation of place and time of employment*

- Characteristics

- *easy to follow work instruction*
 - „Job-Description“
- *impersonal*
 - Employees are interchangeable
- *lack of identification with the company*
- *Motivation purely monetary*
 - Piece work



11th BPW Danube Net
Businesswomen
Forum 2017

Digitalisation
The Human Factor

LEADERSHIP

in times of change

Ing. Karin Gerbrich
concept@best4sales.pro
+43 676 6920430

**best
4sales**

BIZ:TRAINING
for entrepreneurs
with a vision...

the AGILE approach

(End of 20th century, 3rd, 4th Industrial Revolution)

- **Target**

- *Increase of productivity*
- *Increase of quality*
- *Be able to respond more flexibly to changes*
- *Concentration on*
 - The targets to be achieved
 - *NOT* on ingrained processes
- *Origin*
 - Software development

- **Characteristics**

- *Agile values*
 - As a basis
- *Agile principles*
 - Based on agile values
 - Forms action principles
- *Agile Methods*
 - Specific procedures
 - Based on values and principles
- *Agile Process*
 - Summary of all methods



11th BPW Danube Net
Businesswomen
Forum 2017

Digitalisation
The Human Factor
LEADERSHIP
in times of change

Ing. Karin Gerbrich
concept@best4sales.pro
+43 676 6920430

**best
4sales**
BIZ:TRAINING
for entrepreneurs
with a vision...

the AGILE Manifest

(February 2001)

We are uncovering better ways of developing software by doing it and helping others do it. Through this work we have come to value:

- Individuals and interactions *over* processes and tools
- Working software *over* comprehensive documentation
- Customer collaboration *over* contract negotiation
- Responding to change *over* following a plan

That is, while there is value in the items on the right, we value the items on the left more.



11th BPW Danube Net
Businesswomen
Forum 2017

Digitalisation
The Human Factor
LEADERSHIP
in times of change

Ing. Karin Gerbrich
concept@best4sales.pro
+43 676 6920430

**best
4sales**
BIZ:TRAINING
for entrepreneurs
with a vision...

AGILE Methods

- OKR
 - *Objectives & Key Results*
 - *similar but different to MBO*
- SCRUM
 - *for teams of three to nine*
- LEAN and KANBAN
 - *Recipe for success of Toyota*
- OKR and SCRUM
 - *are very similar*
 - *well suited for project development*
- LEAN and KANBAN
 - *work very much with visualization*
 - *are originated from the (serial) production*



11th BPW Danube Net
Businesswomen
Forum 2017

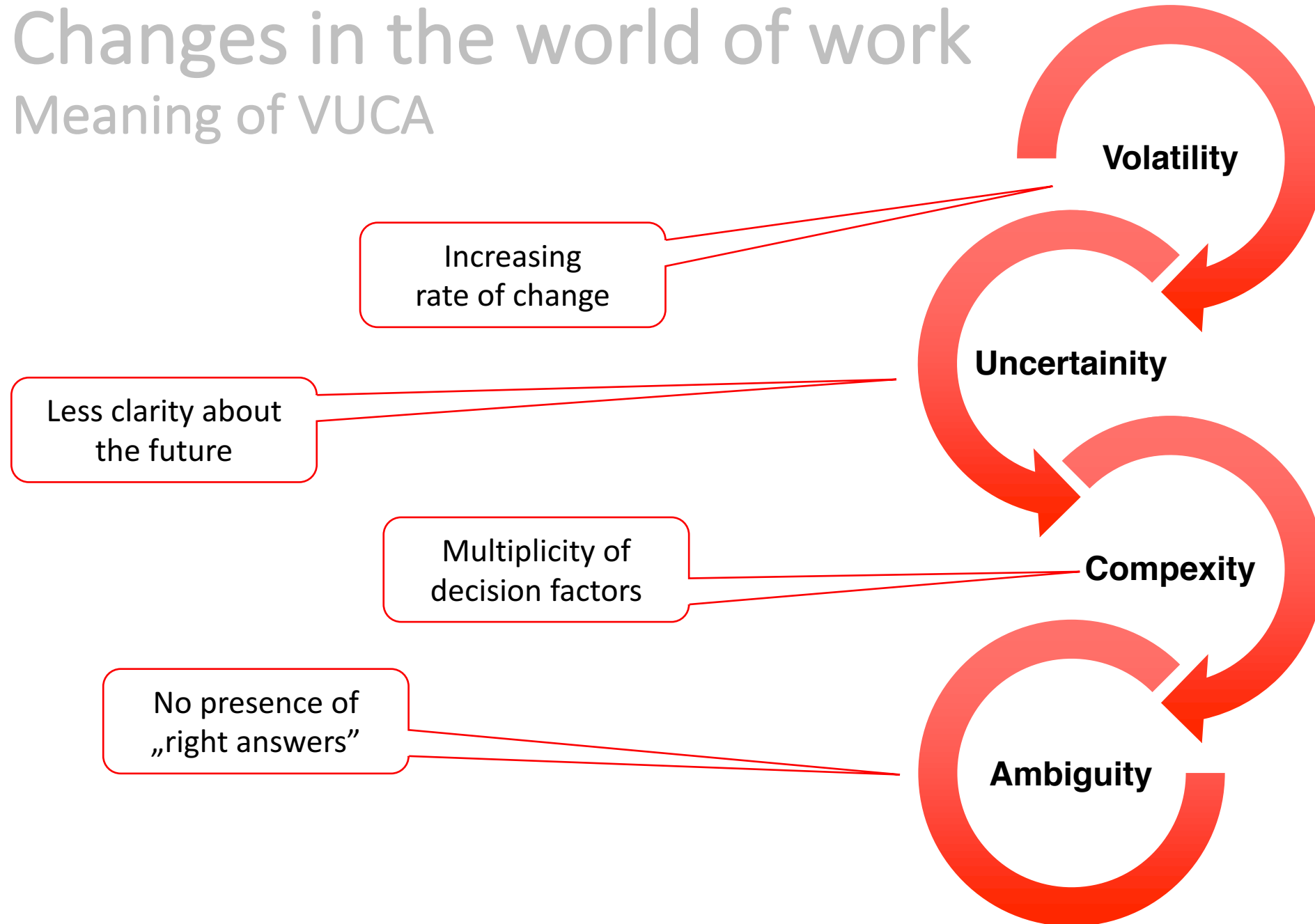
Digitalisation
The Human Factor
LEADERSHIP
in times of change

Ing. Karin Gerbrich
concept@best4sales.pro
+43 676 6920430

**best
4sales**
BIZ:TRAINING
for entrepreneurs
with a vision...

Changes in the world of work

Meaning of VUCA



11th BPW Danube Net
Businesswomen
Forum 2017

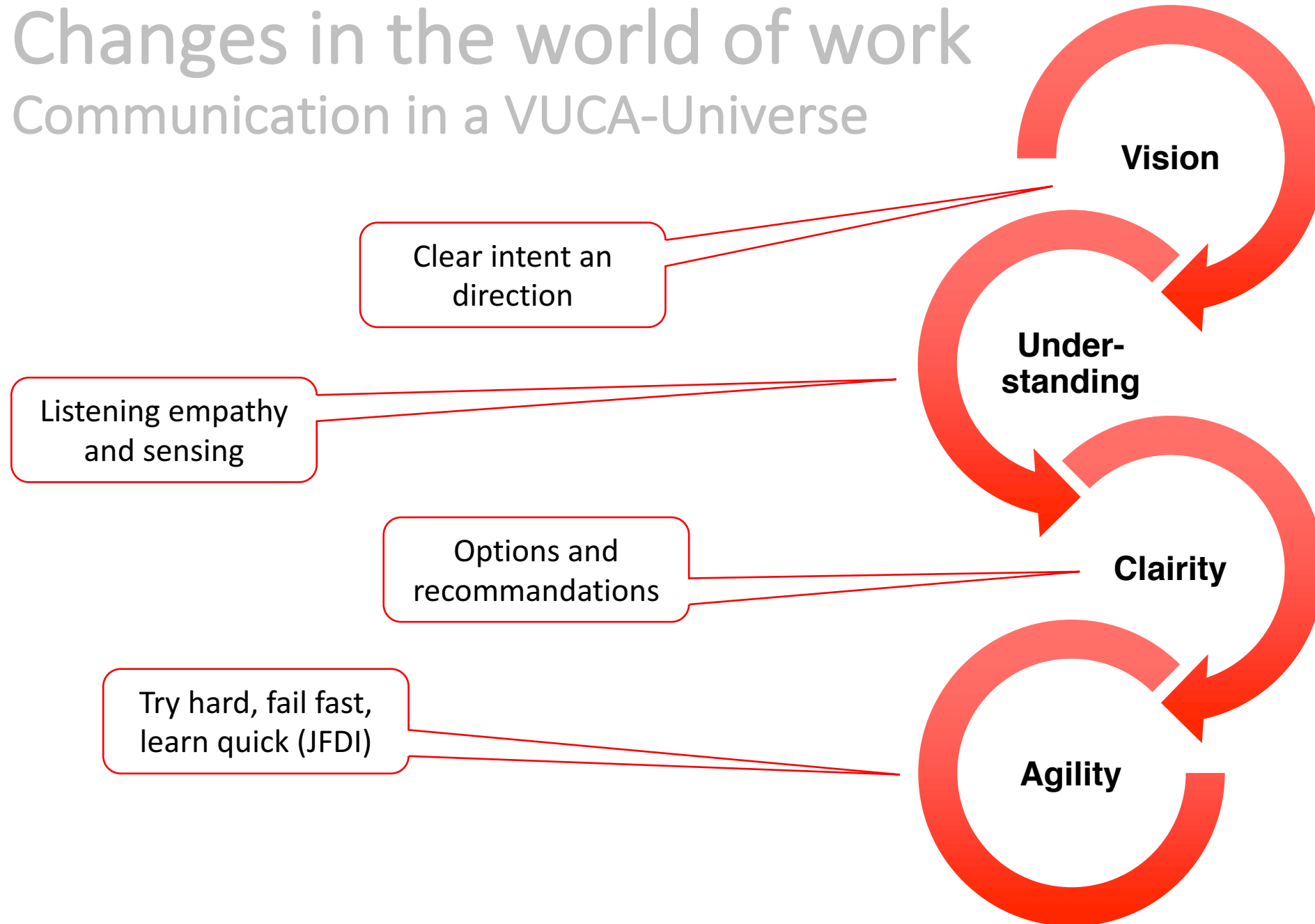
Digitalisation
The Human Factor
LEADERSHIP
in times of change

Ing. Karin Gerbrich
concept@best4sales.pro
+43 676 6920430

**best
4sales**
BIZ:TRAINING
for entrepreneurs
with a vision...

Changes in the world of work

Communication in a VUCA-Universe



11th BPW Danube Net
Businesswomen
Forum 2017

Digitalisation
The Human Factor
LEADERSHIP
in times of change

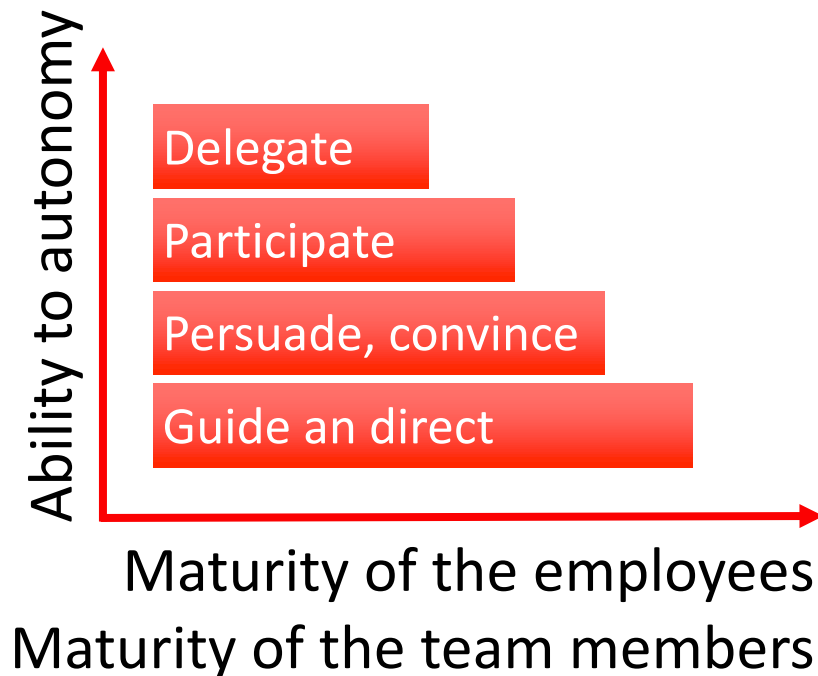
Ing. Karin Gerbrich
concept@best4sales.pro
+43 676 6920430

**best
4sales**
BIZ:TRAINING
for entrepreneurs
with a vision...

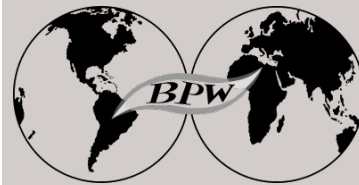
Digital Leadership

... old wine in new bottles?

- partiziative leadership
 - *depends on*



- „old“ management styles
 - *monitoring*
 - *coordinating*
 - *delegating*
 - *conducting*
 - *directing*
 - *motivating*
 - ...



11th BPW Danube Net
Businesswomen
Forum 2017

Digitalisation
The Human Factor
LEADERSHIP
in times of change

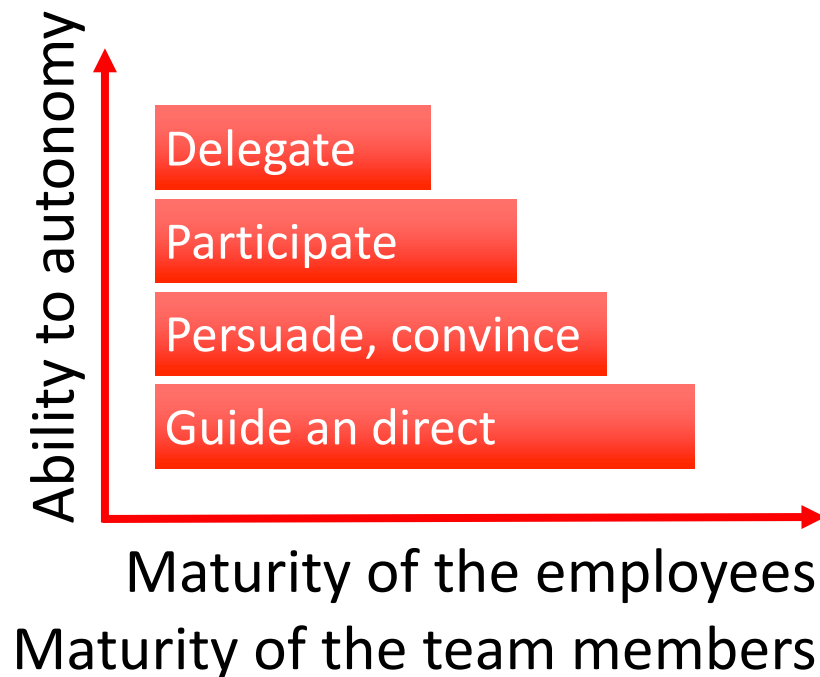
Ing. Karin Gerbrich
concept@best4sales.pro
+43 676 6920430

**best
4sales**
BIZ:TRAINING
for entrepreneurs
with a vision...

Digital Leadership

... old wine in new bottles?

- partiziative leadership
 - *depends on*



- possible „new“ management style
 - „everyone“ knows
 - about the financial impact of one's own actions on the company's success



11th BPW Danube Net
Businesswomen
Forum 2017

Digitalisation
The Human Factor
LEADERSHIP
in times of change

Ing. Karin Gerbrich
concept@best4sales.pro
+43 676 6920430

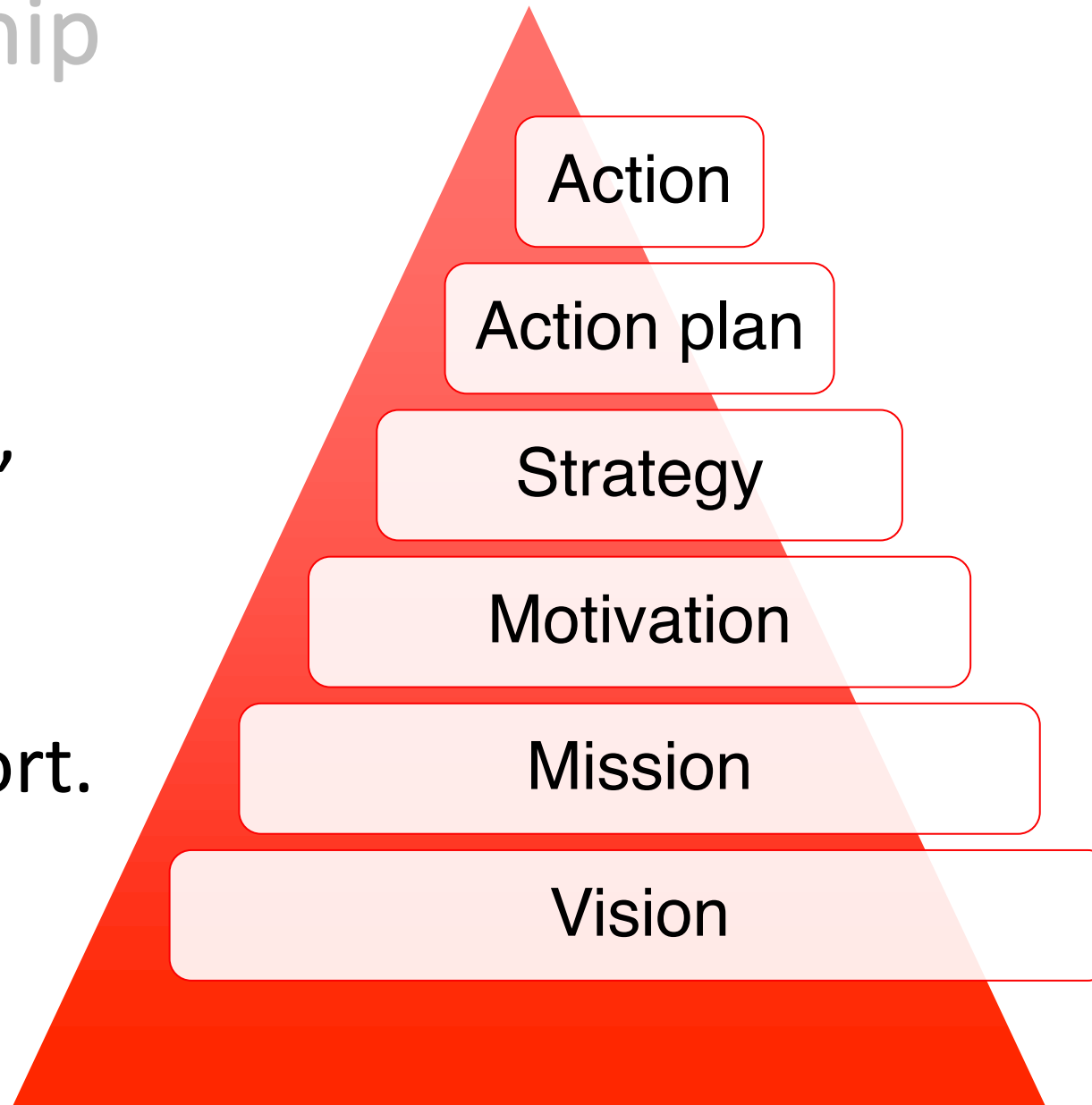
**best
4sales**
BIZ:TRAINING
for entrepreneurs
with a vision...

Digital Leadership

Target and Vision

If life has no vision,
then there is no
motivation...
... to make the effort.

[Erich Fromm]



11th BPW Danube Net
Businesswomen
Forum 2017

Digitalisation
The Human Factor
LEADERSHIP
in times of change

Ing. Karin Gerbrich
concept@best4sales.pro
+43 676 6920430

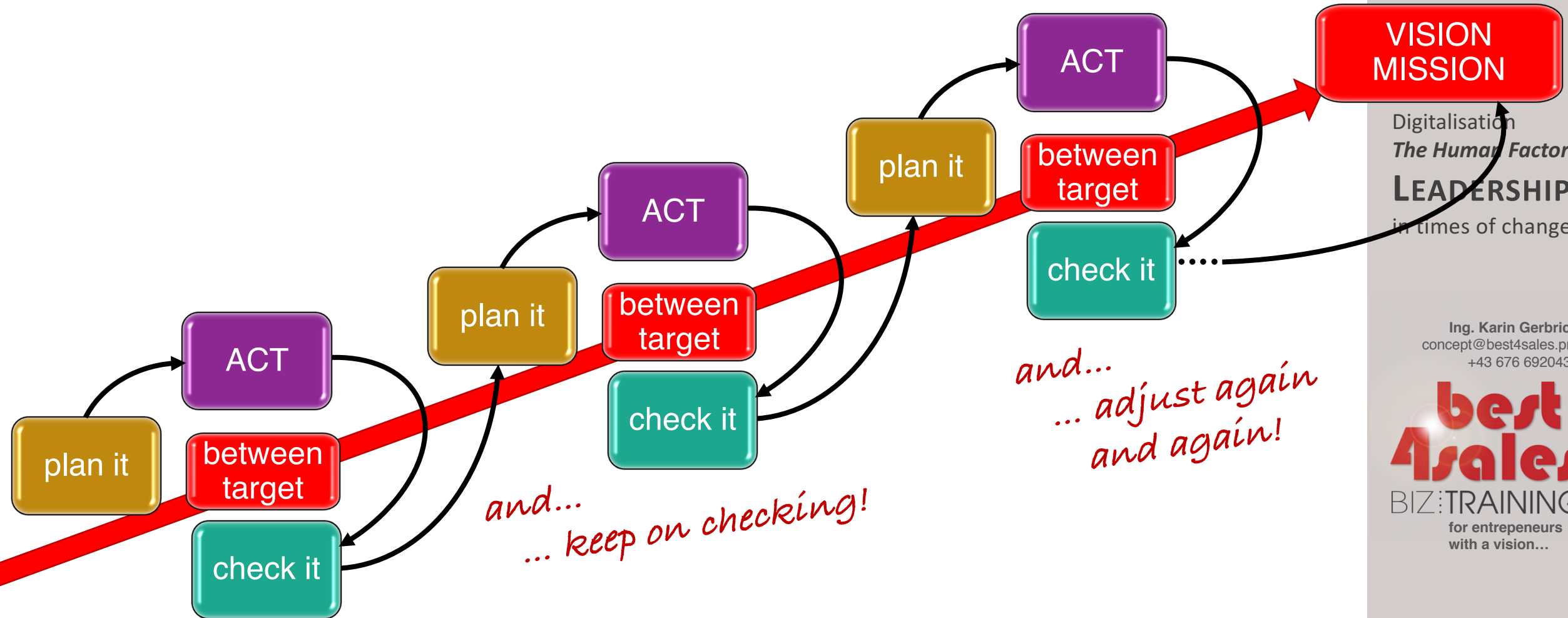
**best
4sales**
BIZ:TRAINING
for entrepreneurs
with a vision...

Targets on the way to reach the Vision

the rolling target planning



11th BPW Danube Net
Businesswomen
Forum 2017



Digitalisation
The Human Factor
LEADERSHIP
in times of change

Ing. Karin Gerbrich
concept@best4sales.pro
+43 676 6920430

**best
4sales**
BIZ:TRAINING
for entrepreneurs
with a vision...

Quotes from two really great ones:

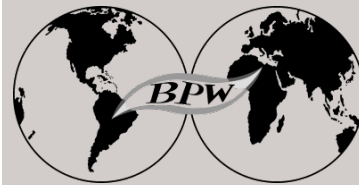
The arrows will not
always find the
mark intended!

[Horace]

So what!?

... simply aim it again!

[Karin G.]



11th BPW Danube Net
Businesswomen
Forum 2017

Digitalisation
The Human Factor

LEADERSHIP

in times of change

Ing. Karin Gerbrich
concept@best4sales.pro
+43 676 6920430

**best
4sales**

BIZ:TRAINING
for entrepreneurs
with a vision...

Digitalisation

The Human Factor

LEADERSHIP

in times of change



11th BPW Danube Net
Businesswomen
Forum 2017

Digitalisation
The Human Factor
LEADERSHIP
in times of change

Ing. Karin Gerbrich
concept@best4sales.pro
+43 676 6920430

**best
4sales**
BIZ:TRAINING
for entrepreneurs
with a vision...

... which questions
do you have?



Digitalisation *The Human Factor* LEADERSHIP in times of change



www.best4sales.pro
www.facebook.com/best4sales

www.bpw-danubenet.org

www.hrmexperts-wien.blog



11th BPW Danube Net
Businesswomen
Forum 2017

Digitalisation
The Human Factor
LEADERSHIP
in times of change

Ing. Karin Gerbrich
concept@best4sales.pro
+43 676 6920430

**best
4sales**
BIZ:TRAINING
for entrepreneurs
with a vision...