

Changing Culture to enable the Digital Transformation

“Die digitale Revolution ist eine soziale Revolution. Wir müssen alle Bürger mitnehmen. Über die Technik mache ich mir weniger Sorgen“ - Dorothee Bär beim SZ Wirtschaftsgipfel 2018

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Thought Leader

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Speaker

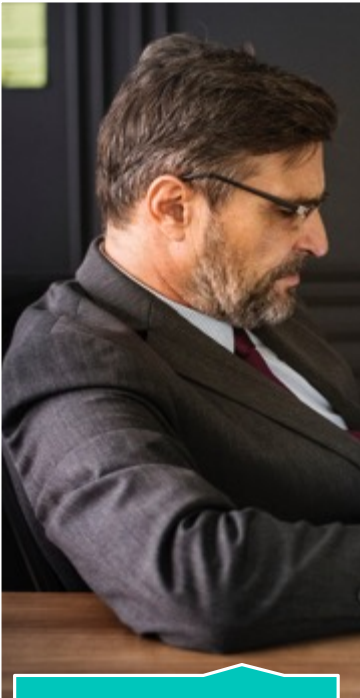
Author of various books

Editor of

„Strategie und
Transformation im digitalen
Zeitalter“



Hofstede describes six dimensions of culture.



Power Distance



Individualism vs
Collectivism



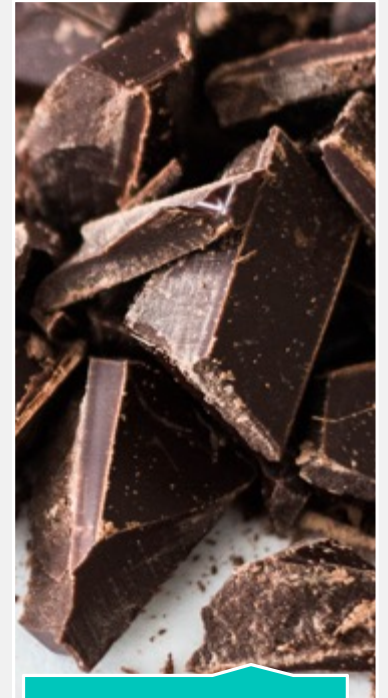
Uncertainty
Avoidance



Masculinity vs
Femininity



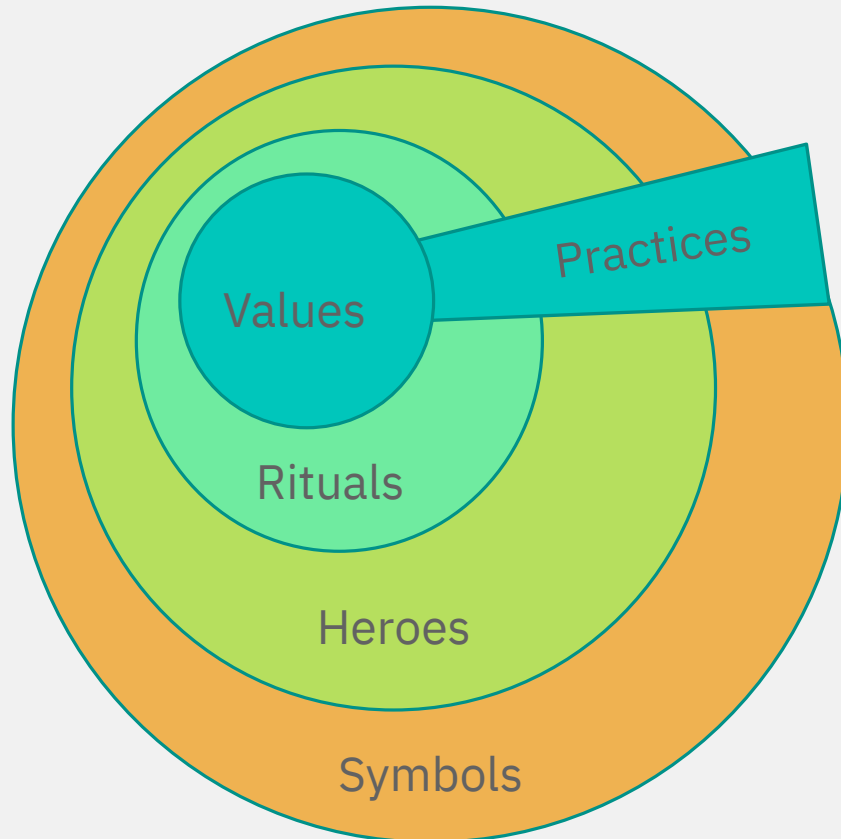
Long-Term
orientation



Indulgence

Symbols, Heroes, Rituals, Values, and Practices can be visualised in an onion model

Hofstede calls this the “mental software”



Digital Transformation affects your strategy, operative business and use of technology.

„Digitalization is the comprehensive **networking** of all areas in business and society as well as the ability to **collect**, **analyze**, and **use** relevant information for decision-making.

This brings advantages and **chances**, but also creates new **challenges**“

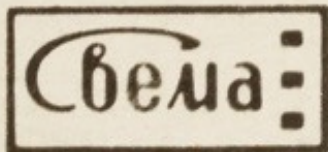
Isolated changes, new products will not be sufficient to cover the extent of these challenges

BMWi. (2015). Industrie 4.0 und Digitale Wirtschaft – Impulse für Wachstum, Beschäftigung und Innovation. Berlin: Bundesministerium für Wirtschaft und Energie.









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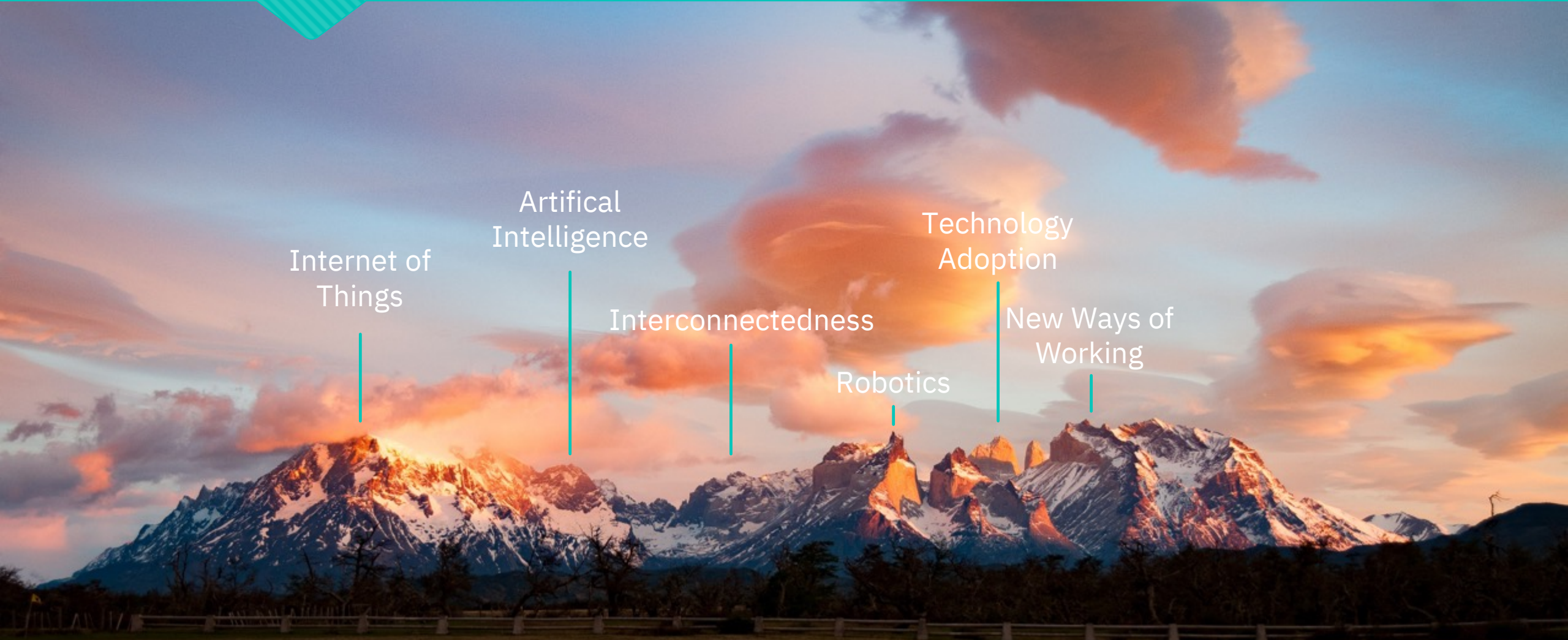
1951



in Richtung Lindern

Oberbruch (Rheinl)		Dremmen		Porcelen		Randerath	
Zeit	Gleis	Zeit	Gleis	Zeit	Gleis	Zeit	Gleis
6.39	1	6.42	1	x 6.44	1	6.49	1
⌘ außer ⑥		⌘ außer ⑥		⌘ außer ⑥		⌘ außer ⑥	
7.57	1	8.00	1	x 8.02	1	8.07	1
⌘ außer ⑥		⌘ außer ⑥		⌘ außer ⑥		⌘ außer ⑥	
12.36	1	12.39	1	x 12.41	1	12.47	1
⌘ außer ⑥		⌘ außer ⑥		⌘ außer ⑥		⌘ außer ⑥	
16.23	1	16.26	1	x 16.29	1	16.35	1
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17.28	1	17.31	1	x 17.33	1	17.39	1
⌘ außer ⑥		⌘ außer ⑥		⌘ außer ⑥		⌘ außer ⑥	
18.48	1	18.51	1	x 18.53	1	18.58	1
⌘ außer ⑥		⌘ außer ⑥		⌘ außer ⑥		⌘ außer ⑥	

There are a lot of directions digital transformation can go.



Internet of
Things

Artificial
Intelligence

Interconnectedness

Robotics

Technology
Adoption

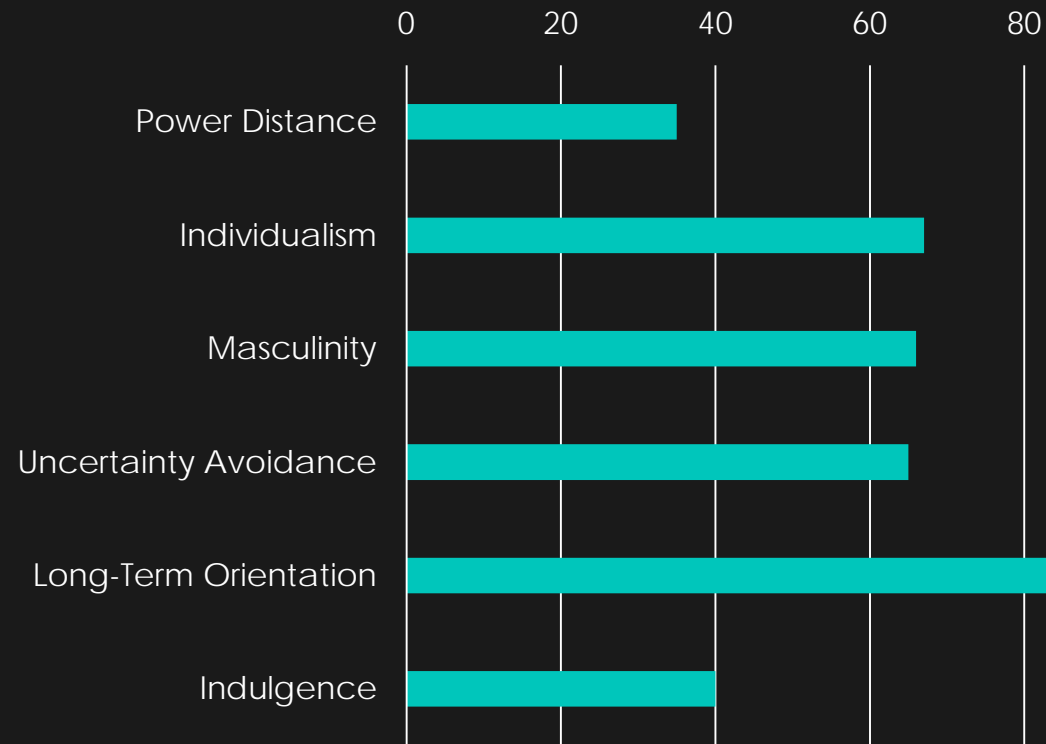
New Ways of
Working

Recognize Understand Accept

Three steps to work with the Digital Transformation



Germans prefer to be fully informed before diving into a new technology.



Germans prefer to improve efficiency over a new solution.

- More, faster, higher, stronger...
- ...driven by **efficiency**
- But we're not looking for daring new solutions

What is the Diesel engine of the legal sector?



It affects our lives,

**yet most innovations
come from the US.**

Why not Germany?





It is not the strongest of the species that survive, nor the most intelligent, but the one most **responsive to change**. (Charles Darwin)



We need more **courage**. We need more trial & error. We need better leaders.

American startups will push into the German market, even the legal sector.

Nonetheless, there are
many innovations in
Germany

mp3

Karte

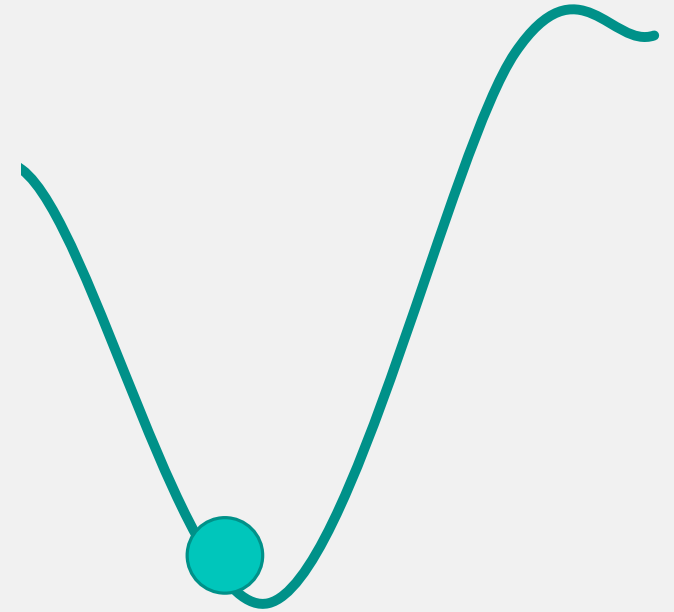
Satellit

Deutschland

Changing Culture to **improve acceptance** requires changing motivation.



How can you motivate reluctant people?



New leaders are enablers for their employees.

Creating the right environment.



Integration of Learning and Working





As a leader, you need to help your people find their own way.

Key concerns in Germany include data rights, data protection, liability, and cybersecurity.

- Data rights, protection of company rights, IP
- Dataprotection
- Cybersecurity: IT Security, Datasecurity
- Liability and Responsibility (products, proximate cause questions, etc.)
- Contracts, legal transactions



Germany is highly regulated, preventing a faster pace in the industry.

Germany ranks

18th

in digital competitiveness







just
be
cool

11:52
sobota 2. září



Odemkněte stisknutím tlačítka

Both the organization and individual have to change.

Individual



Organization





"Our aspiration is to make 'Made in Germany' a trademark also in AI and to ensure that Germany takes its place as one of the leading [AI] countries in the world."

Angela Merkel, 2018

Thank you!

Markus H. Dahm

Key Take-aways:

❖ Work with the intrinsic motivation of employees



❖ Create the right environment to foster learning



❖ Leaders must lead

