Manager need a fast Mindset Change – to pass the Digital Transformation

The competitiveness, and hence the economic future of a society which is based on knowledge, decisively depend on the fact how resolutely the chance of key technologies and systems (e.g. Artificial Intelligence (AI)-Systems, Autonomous Mobility, Robotic services, Incubation Labs, Big Data analysis etc.) are made use of and whether they can be converted fast into an economic use.

But "old" Leaders in economy and politics are rather resistant when it comes to disruptive changing. They only change their Mindset when pressure becomes intolerably high*). They have no longer another choice. Development Costs for complex product/system solutions increase in an unimaginable way.

Therefore, tomorrow's "new" Leaders role will have to consist in establishing three main paradigm shifts:

First: Renew your Leadership Thinking

The digital-technological change in production and services cannot be timely realized in a Sustainable way, without a total **paradigm change in the Neuronal-Brain** (= DNA-Mindset) of Leaders and Human Resources (so called valuebased Double Digital Transformation according to Schust).

In this respect, established Businesses do not have an advantage compared to digital innovators who neither have to complete the tedious task **to change the leadership culture.** A study of the University St.Gallen/Suisse proves that backward management & incrusted structures entails much more billions of additional development and production costs.

This means that the way companies and administrations cooperate must change fundamentally. Cooperation within organizations must be based on mutual support and promotion and move **from a ME-*culture* to a WE-*culture***.

This would result in less pronounced hierarchies and networking of (digital) processes/systems, and services would become faster and more effective. To promote this new type of emphatic networked acting with Experts, Users, Suppliers, Partners, the profitability will increase around three to four times.

Second: Realize high Ethical Standards

If companies want to market personalized products, robotics, digital (IT-) services, they should not only invest in intelligent automation, but also in the **value-oriented development of their executives and employees**. The "War of Talents" is for a lot of Firms a nightmare. So the firms must develop their Talents by themselves. In the long run, further education will become a combination of work and experienced-oriented learning – mainly with high standards of ethical Acting and Behavior.

One thing is certain: Bad Leadership and hypo-critical governance (actual examples are permanent to be found in the cover stories and social media) could be the core of unsocial & unhealthy problems in a society.

> **Therefore, what needs to be established is a culture of high ethical standards that employees feel themselves safe.**

This culture accelerates the transformation in an ecological-social economy throughout an organization and to have a positive impact on the development of our society. This way the potential of digital solutions (also by means of human-centered Artificial Intelligence (AI) can develop Firms in a **higher "learning curve"** and profitable dimension of competitiveness.

Third: Organize an Exchange of Knowledge and Innovation

The "magic formula" is an agile centering at eye level with a code of conduct for all collaborators – as well as external freelancers. Integrated human thinking, acting in a way compatible with the environment, Lifelong-learning, continuous adaptation of LifeCycle Education – will then become a part of all our lives.

> **Therefore, we need a „new" type of Managers and Politicians with transformative value based Mindset (so-called: Facilitators).**

Megatrends are big fundamental Changes; they are middle to long-term to affect individuals and society as a whole, on all levels. So, Users / Citizens, and partners must be integrated early in the LifeCycle of new products and/or services. To reach a very high impact, it needs to enable **an intelligent networking (digital) 360°-Knowledge-/Innovations-Exchange,** across confidential internal and external Expert-Teams and corporate Partners.

In the future, "new" Managers are no longer meant to occupy hierarchical structures, but are rather expected to create added-valuable impulses, quick solving solutions in a (digital) networked organization and "fair" business. As it is, many companies miss this strategic chance. Nevertheless, to survive this "digital Revolution" they need a **Transformation Masterplan**.

If you are interested to know more, read my Leadership eBooks. Download free as well as in German or English, recommended of the University St.Gallen/Switzerland, under www.bookboon.com

*) The pressure for a radical change is growing enormously. If there is no fast change in an environmental thinking and networked acting of our management, the whole society must bear the consequences in the future, especially the young generation, when the earth-temperature increases over more than three degrees… and the environmental destruction will continue…