

NEW

KEYNOTE-SPEECH

PETER BRANDL |   
THE PILOT



# FASTEN YOUR SEATBELTS.

HOW TO SURVIVE **DIGITIZATION** - THE FUTURE CODE

## Change is not a process, and classic leadership is dead!

Change has become a permanent condition. When one change process comes to an end, the next one has already begun. At the same time, the competition for talented employees is getting more and more intense. Today, companies and organizations have to be agile, otherwise they will be overwhelmed by the coming disruptions. Managers have to become influencers, because employees are less willing to accept supervisors who neither are super nor have a vision.

So what does the management of the future require? What does Leadership 4.0 look like? Will there still be leadership at all? One thing is certain: Leadership 4.0 requires completely new skills and a completely new mindset. With the BRAIN Strategy, this presentation will show you how to make your management team prepared and how your company can become an agile organization.

## CONTENTS (SELECTION)

- Bravery/Courage – Tackle things instead of waiting
- Responsibility – (Self-)Accountability
- Agility – Taking off and surviving change
- Improvement – Promote talents instead of destroying them
- No Excuses – Surviving Change - Effectively manage change processes



Peter Brandl  
**DER ZUKUNFT-CODE** – Wie Digitalisierung und künstliche Intelligenz unsere Arbeitswelt verändern und wie wir darauf reagieren können  
**(THE FUTURE CODE)**: How digitization and artificial intelligence are changing our workplace and how we can respond to it)  
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<https://amzn.to/2MUNy1O>

*„It was very interesting and constructive. In short, it was simply great! I'm looking forward to the next one!“*  
Birgit Göhring, Commerzbank