THE BEAUTIFUL UGLY TRUTH

TOBIAS KOEDEL

TRANSFORMATION ADVISOR || EXECUTIVE COACH || KEYNOTE SPEAKER

ALLES IST IM WANDEL. SO RADIKAL UND SCHNELL WIE NIE ZUVOR.

Auch die Arbeitswelt. Wer morgen eine Rolle spielen will, schreibt heute die Geschichte dafür. Verbundenheit, Vertrauen und Sinnstiftung spielen die Hauptrolle darin.

Wir begleiten Unternehmen, Institutionen und Menschen in die Zukunft. Wir entwickeln und stärken Transformation-Strategien. Wir revolutionieren klassische Change-Ansätze. Wir machen Transformation von einem Fremdwort zu einem Erlebnisort.

Wir sind **THE BEAUT*FUL UGLY TRUTH** Management Consulting.

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KOEDEL

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_Hierarchy
_Power by position
_Rules and processes
_Silo thinking
_Sharing is losing
_Command and control
_Zero failure tolerance
_Cover your ass

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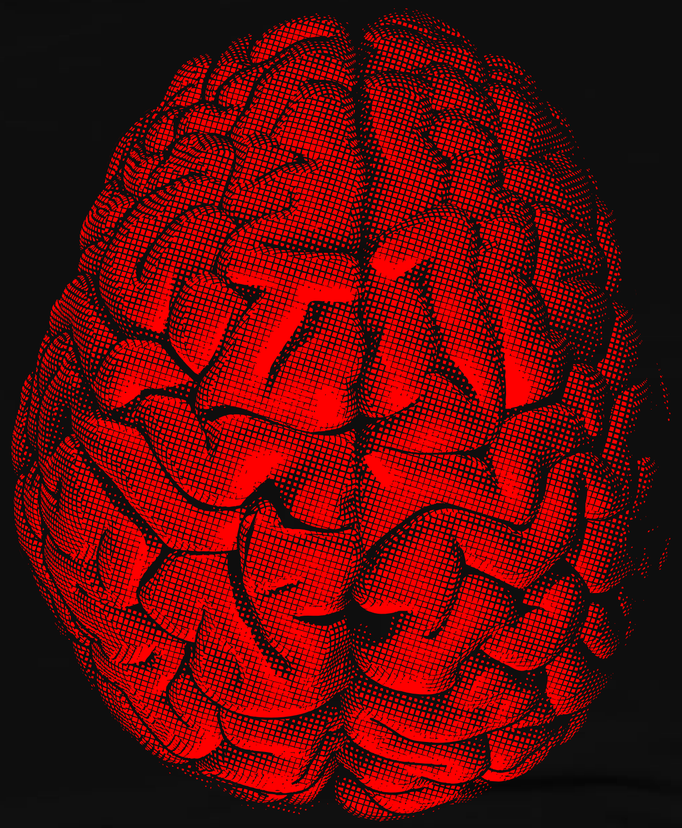

LINEAR THINKERS

find results in a
complicated world

NON LINEAR THINKERS

search solutions in a
complex world

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Martin and Oli...

- are alive.
- provide surprises.
- can only be ob-served from the outside.
- act dynamic.

they are complex!

You can NOT disassemble them!

smart...

- is on or off.
- Is reliable, exact, precise.
- can be controlled from the outside.
- acts solid.

smart is complicated!

You can disassemble smart!

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TODAY MARKS THE *SLOWEST* PACE OF CHANGE FOR THE REST OF OUR LIVE.

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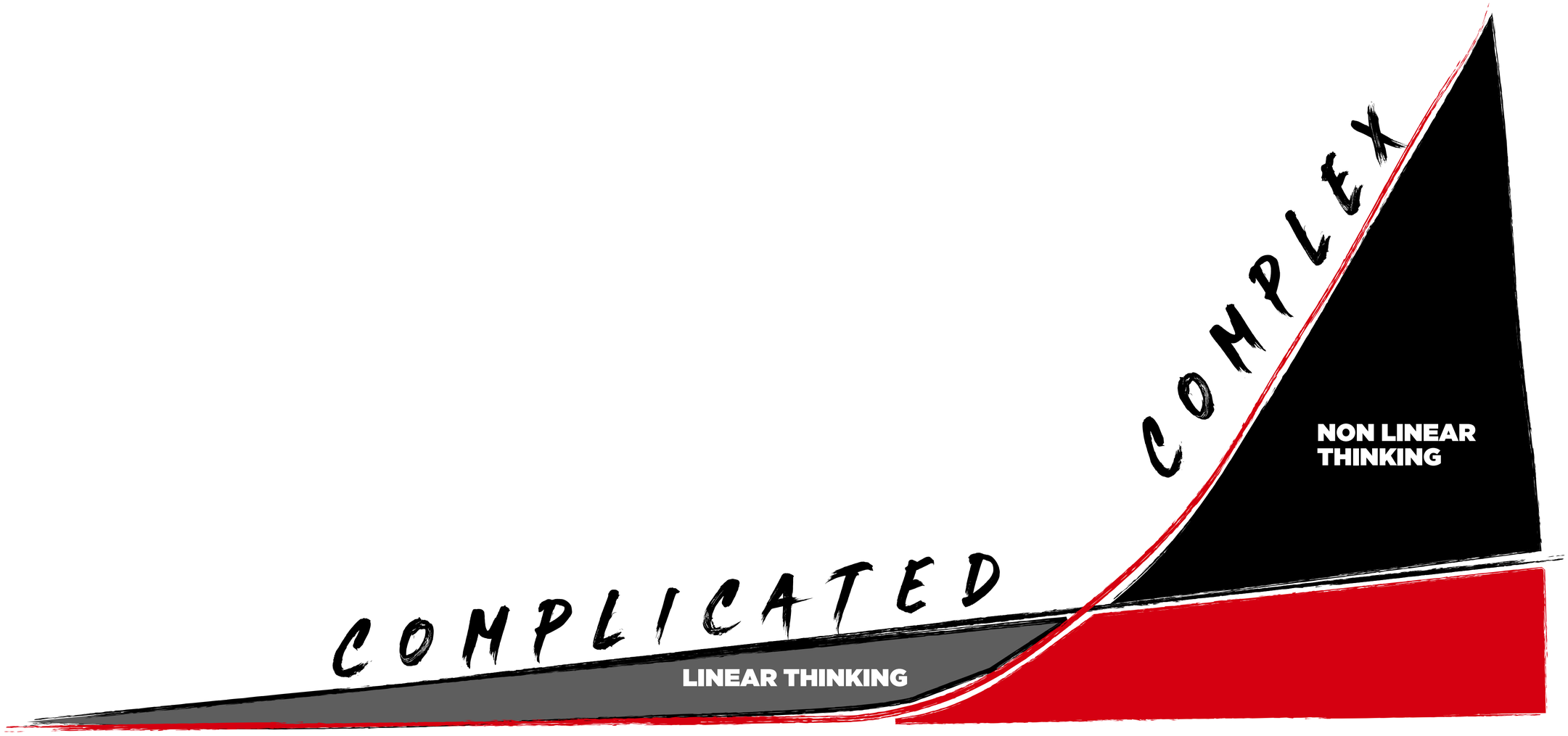

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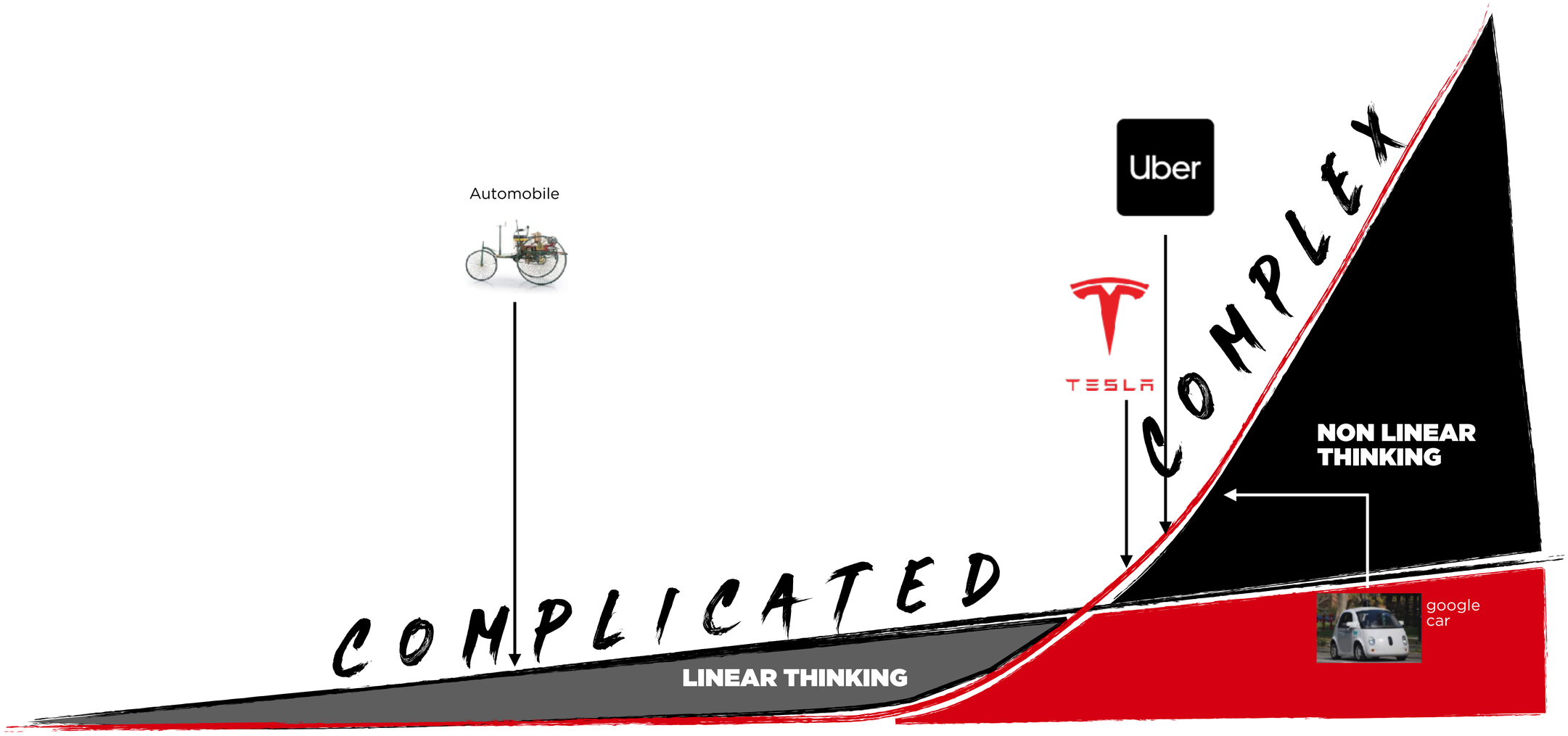

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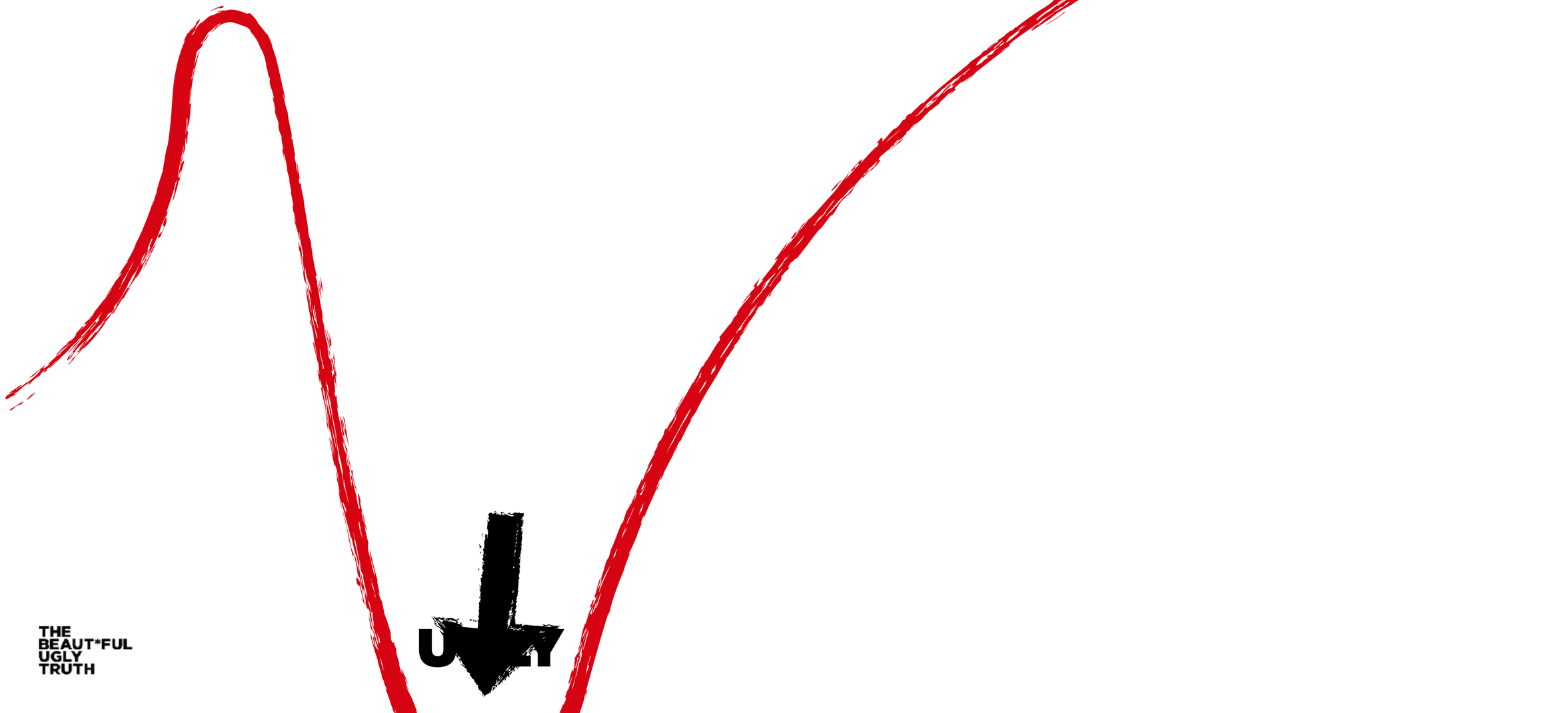
TRUTH

BEAUTIFUL



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TRANSFORMATION IS NOT NICE TO HAVE, IT IS A *MUST HAVE.*

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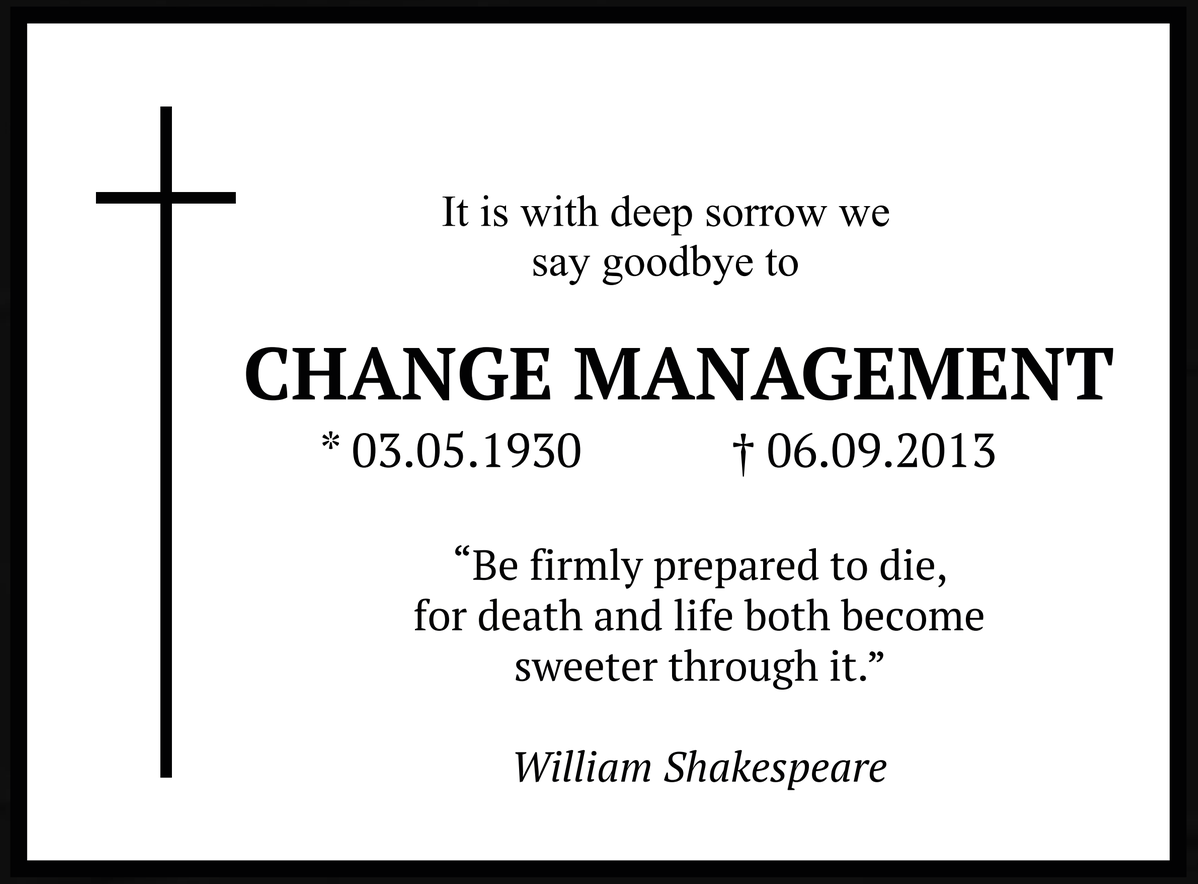

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BOTTOM UP MEETS TOP DOWN

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HACK THE SYSTEM

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CREATE QUICK WINS

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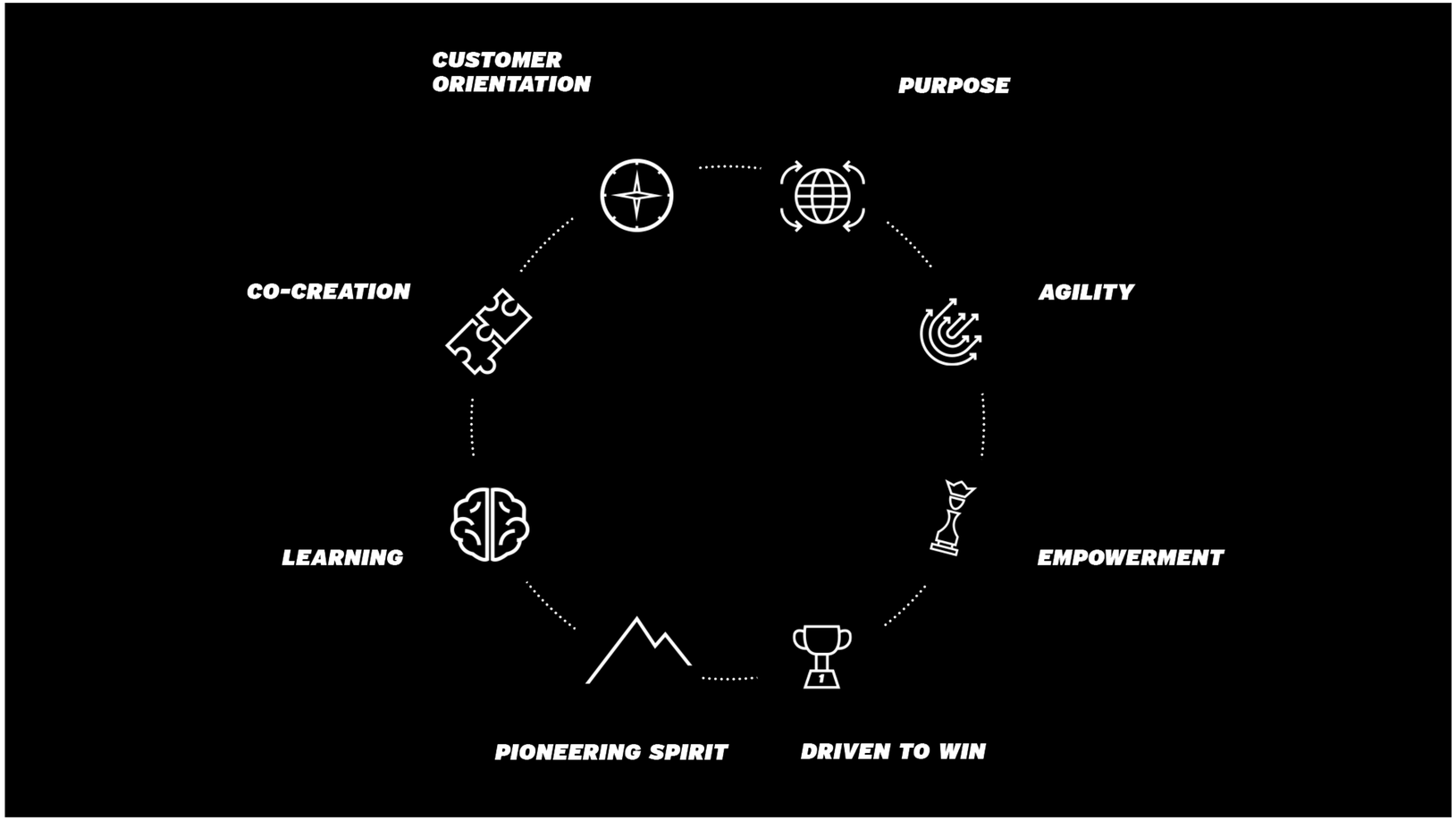

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1 New HR System
2 Performance Management based on OKR´s
3 Compensation with focus on team success
4 New digital feedback tools
5 New learning formats (MOOC´s, Digital Boosters)
6 New hiring process for more transparency
7 Reduction of approval processes for more empowerment
8 Internal incubators to foster pioneering spirit
9 More agility due to the introduction of swarms
10 Culture became one of the 5 strategic pillars
11 Brand perception and employer recognition increased
12 Sneaker and jeans instead of suit and tie ;-)

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START WITH WHY

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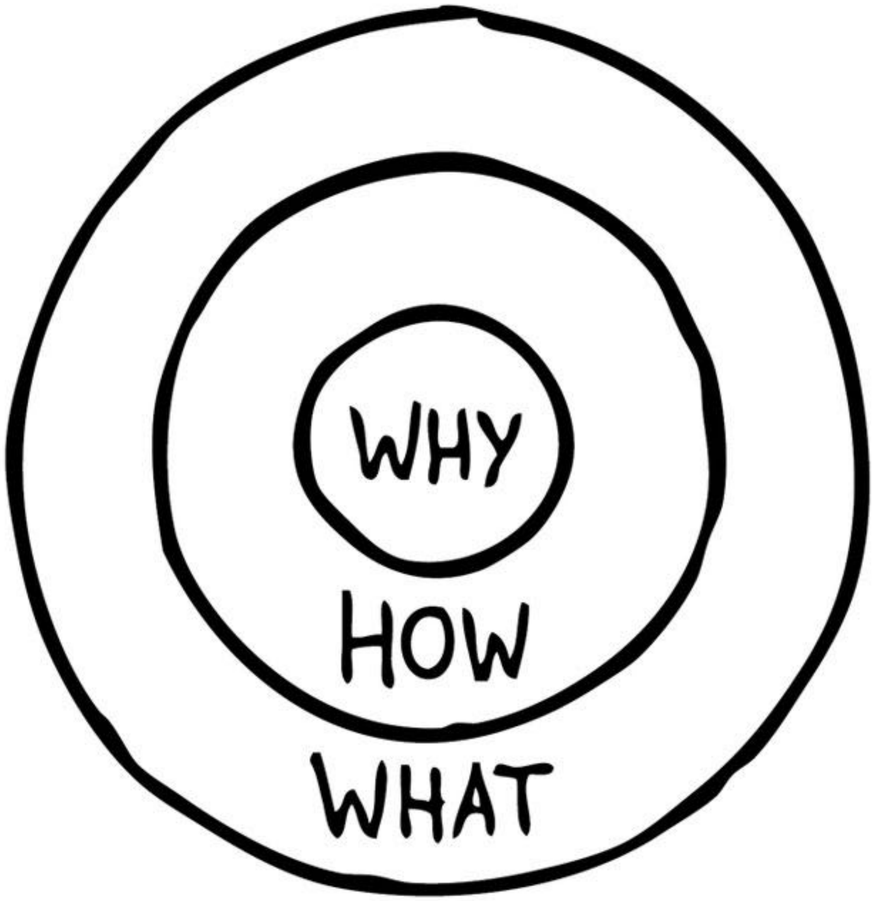

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ESTABLISH A BOLD BRAND

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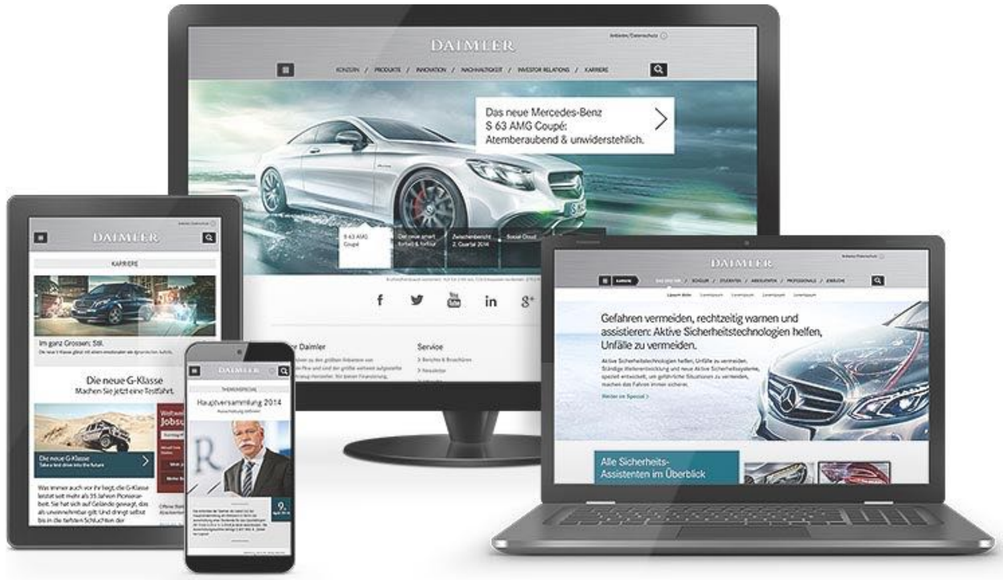

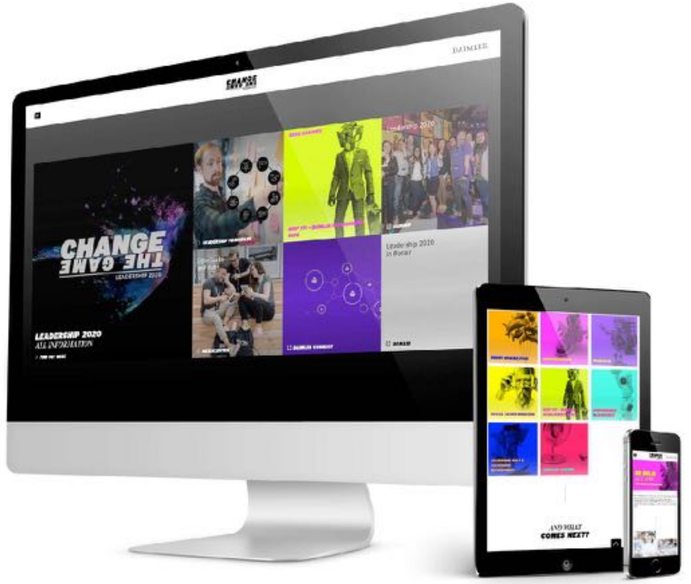

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BE BOLD.
ACT NOW.
GAME CHANGER: DECISION MAKING

THE POWER
OF THE SWARM!
GAME CHANGER: SWARM ORGANIZATION

THE
FEEDBACK
EFFECT!
GAME CHANGER: FEEDBACK CULTURE

LET'S
GET
DIGITAL!
GAME CHANGER: DIGITAL TRANSFORMATION

YOUR TEAM.
YOUR
SUCCESS!
GAME CHANGER: PERFORMANCE MANAGEMENT

WHAT FITS
YOU BEST?
GAME CHANGER: BEST FIT – DAIMLER DEVELOPMENT PATH

BACK TO
THE GARAGE!
GAME CHANGER: INCUBATOR

CHALLENGE
YOURSELF!
GAME CHANGER: LEADERSHIP ROLE & LEADERSHIP DEVELOPMENT

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START A MOVEMENT

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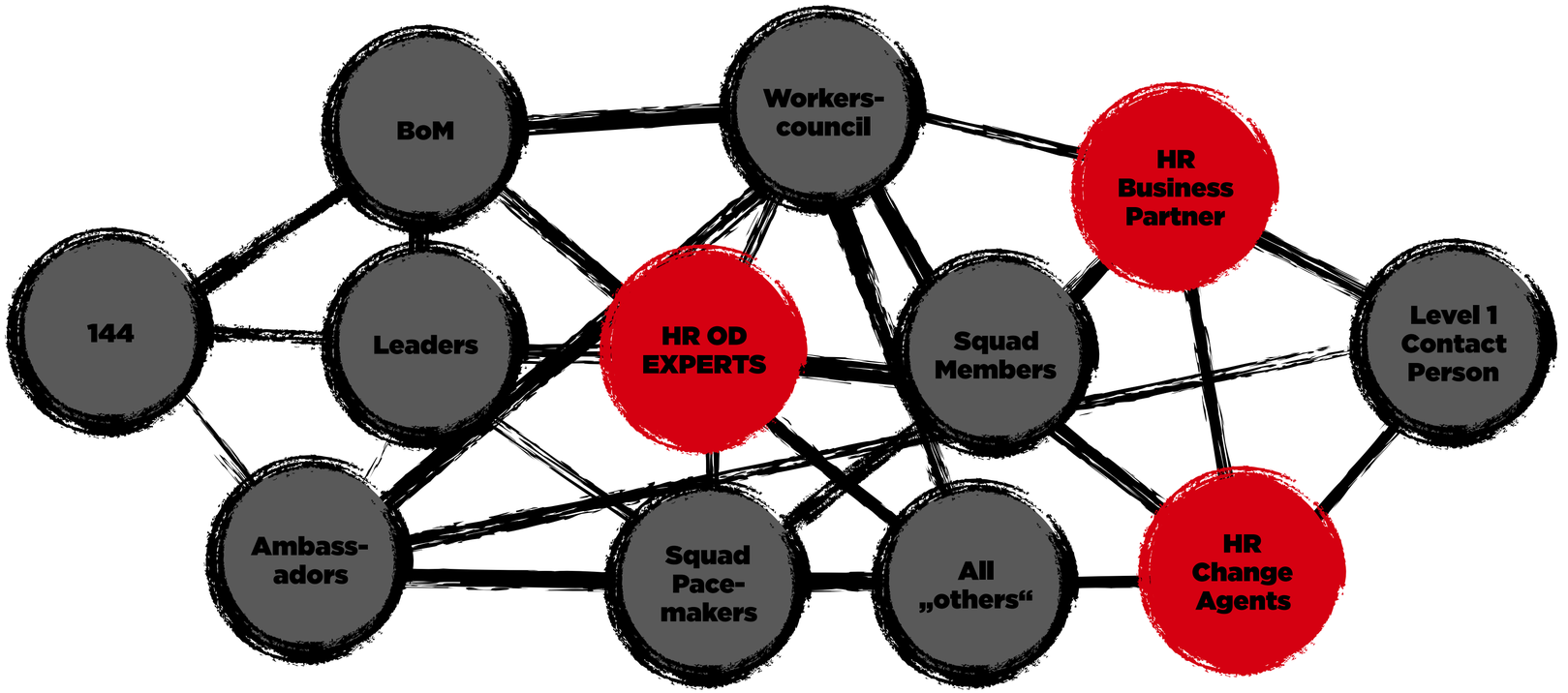

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START WITH YOURSELF

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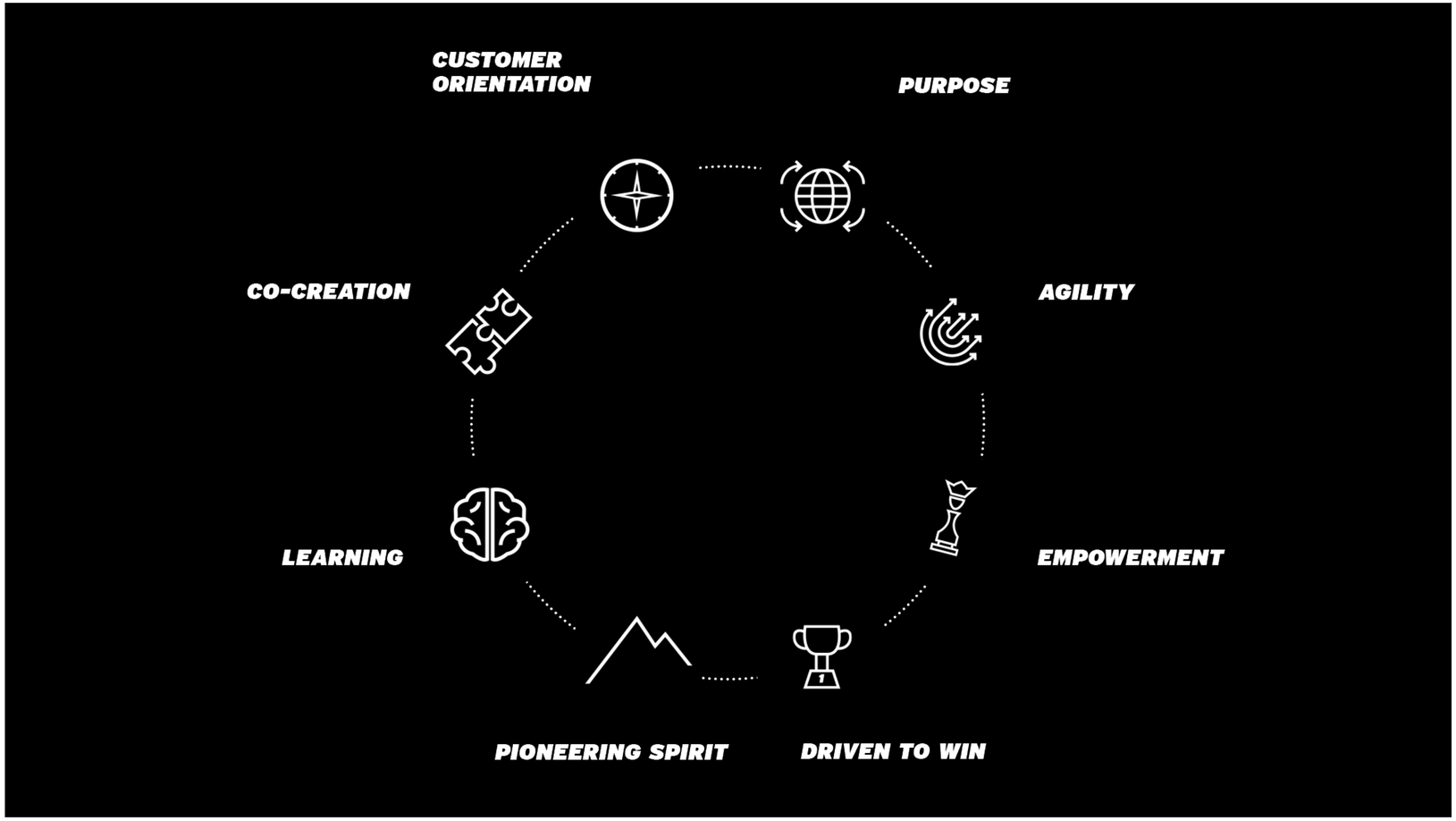

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REWRITE THE RULES
THE 8-STEPS OF TRANSFORMATION

1 R.I.P. Change Management
2 Bottom Up With Top Down Support
3 Hack The System
4 Start With Why
5 Create Quick Wins
6 Establish A Brand
7 Start A Movement
8 Start With Yourself

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HEAD

HEAD
+
HEART

”I HAVE LEARNED THAT PEOPLE WILL FORGET WHAT YOU SAID, PEOPLE WILL FORGET WHAT YOU DID, BUT THEY WILL NEVER FORGET HOW YOU MADE THEM *FEEL.* “

Maya Angelou
1928 - 2014

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LEADERSHIP STARTS WHEN OUR *EGO* LEAVES THE ROOM.

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THANK YOU!

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