



Digital Leadership – Braucht es noch Führungskräfte?

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DIGITALCITY.WIEN

by HELGA PATTART-DREXLER, M.A

Digital Leadership – Braucht es noch Führungskräfte?

Helga Pattart-Drexler

Die VUCA Welt dreht sich immer schneller, die Digitalisierung schreitet voran und Veränderung ist die einzige Konstante. Diese Rahmenbedingungen machen es Unternehmen und Führungskräften nicht immer leicht die Balance zwischen Anforderungen von außen und innen zu halten.

In diesem Impuls gehen wir der Frage nach, ob es denn in Zukunft überhaupt noch Führungskräfte in der Welt von New Work braucht und wenn ja, was die Rolle auch zukünftig beinhalten muss? Wir werden uns daher mit digital Leadership ebenso auseinandersetzen, wie mit den Möglichkeiten Führung in der Zukunft zu gestalten um dem War for Talents, den vielen Herausforderungen und Anforderungen, die an Führungskräfte gestellt werden, gerecht zu werden.

V U C A

V U C A

V U C A



nur kurzfristig, sondern auch mittlere bis lange Sicht.
Megatrends entfalten ihre Dynamik über Jahrzehnte.

Megatrends sind nie linear und eindimensional, sondern vielschichtig und voller gegenläufiger Strömungen. Sie wirken nicht isoliert, sondern beeinflussen einander gegenseitig und verstärken sich so in ihrer Wirkung. Die Map stellt daher auch die Parallelen und Unterscheidungen von Megatrends dar.

Die einzelnen Stationen einer Megatrend-Linie zeigen die wichtigsten Subtrends, die den Megatrend prägen. Sie verdeutlichen die dynamische Vielfalt, die innerhalb eines Megatrends wirkt.

NEW WORK

FLEXICURITY BUSINESS ECOSYSTEMS

EVERYTHING AS A SERVICE

SUPER-SAFE SOCIETY

PLATTFORM-ÖKONOMIE

DIGITAL REPUTATION

INTERNET OF THINGS

CYBERCRIME

DIGITAL HEALTH

OMNI-CHANNELING

HUMAN MACHINE INTERACTION

DIGITAL DIVIDE

SOCIAL BUSINESS

DIRECT TRADE

ALTBIOLOGY

POST-WACHSTUM

SICHERHEIT

SOCIAL NETWORKS

CROWDSOURCING

PLAYFULNESS

LIFELONG LEARNING

KOLLABORATION

FREE CREATIVITY

CO-WORKING

OPEN KNOWLEDGE

RESILIENCE

CRYPTOCURRENCIES

BILDUNGS-BUSINESS

GLOKALISIERUNG

ALT-SCIENCE

MEGACITIES

SENSKULTUR

EDUTAINMENT

UN-RUHESTAND

REAL-DIGITALITÄT

DATAISM

ROAD DIET

AUTONOMES FAHREN

PREDICTIVE ANALYTICS

SEAMLESS MOBILITY

MIKROMOBILITÄT

BIKE-BOOM

15-MINUTEN-STADT

SMART CITY

CONDENSED SPACES

URBAN FARMING

VERTICAL VILLAGES

INDIVIDUALISIERUNG

WIR-KULTUR

DO IT YOURSELF

BIO-BOOM

LIQUID YOUTH

PROGRESSIVE PARENTING

DETOKING

START-UP-CULTURE

SINGLE-GESELLSCHAFT

NEO-TRIBES

UNGENDERED LIFESTYLE

INDIVIDUALISIERUNG

MINIMALISMUS GEMEINWOHL-ÖKONOMIE

DOWNAGING

POST-GENDER-MARKETING

FEMTECH

IDENTITY DESIGN

DIVERSITY

CIRCULAR ECONOMY

CASUAL FEMINISM

REMOT WORK

WORK-LIFE-BLENDING

LGBT+

GEN-AWARENESS

UNIVERSAL DESIGN

LEBENSQUALITÄT

PLANT BASED

ACHTSAMKEIT

OMNI-CHANNELING

SHARING ECONOMY

GREEN TECH

GLOBALE PROTESTKULTUR

FEMALE LEADERSHIP

SINN-ÖKONOMIE

REGIONALISIERUNG

WISSENSKULTUR

PROGRESSIVE PARENTING

HYPER-PERSONALISIERUNG

TRUST TECHNOLOGY

ALLTAGS-OUTSOURCING

GRUND-EINKOMMEN

OPEN INNOVATION

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SPEED OF CHANGE

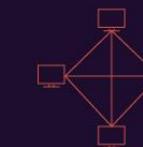
HOW LONG DOES IT TAKE TO HIT 50 MILLION USERS?

The impact of the shift to digital, and the power of network effects

In the digital age, companies can attract millions of users at an unprecedented rate. This is possible through **network effects**, instantaneous communication, and the nature of digital goods themselves.



2 users
= 1 connection



4 users
= 6 connections



8 users
= 28 connections

Airlines

Automobiles

Telephone

Electricity

Credit Cards

Television

ATMs

Computers

Mobile Phones

Internet

Facebook

WeChat

Pokémon Go



Reaching
50 million
users

The fastest speed to 50 million users was set by **Pokémon Go**, which did it in 19 days.

Could the next big thing do it in mere hours?



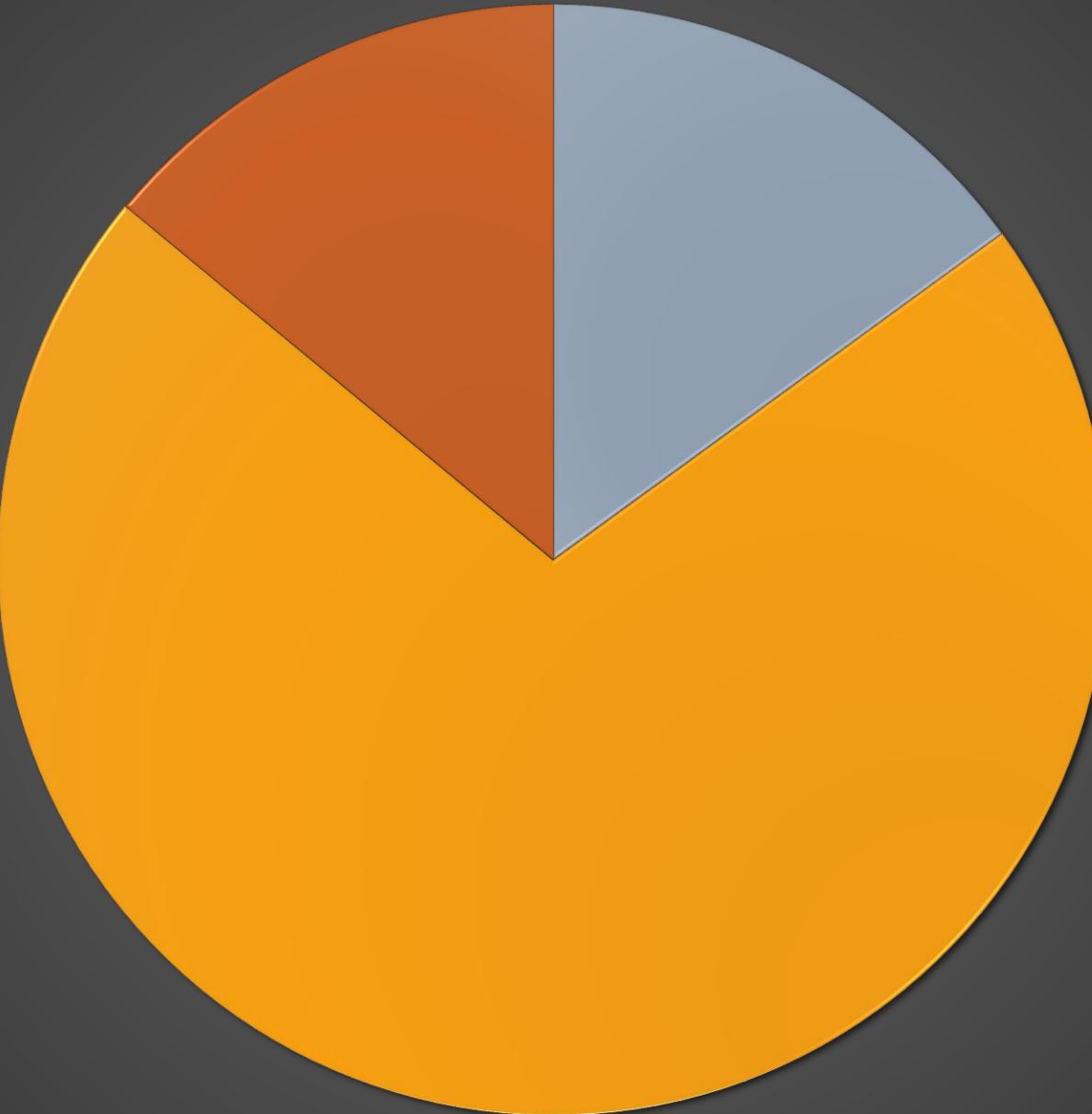
A woman with long blonde hair is wearing a black VR headset and a grey hoodie. She is looking upwards and to the right, her right hand raised with fingers spread as if interacting with a virtual environment. The background is a solid black, and the entire scene is overlaid with a dense, multi-colored layer of computer code. The code is written in a script-like language, possibly JavaScript or a similar programming language, with various words highlighted in different colors like blue, orange, green, and red. The text is mostly illegible due to the density and overlap.



#nottodolist4managers

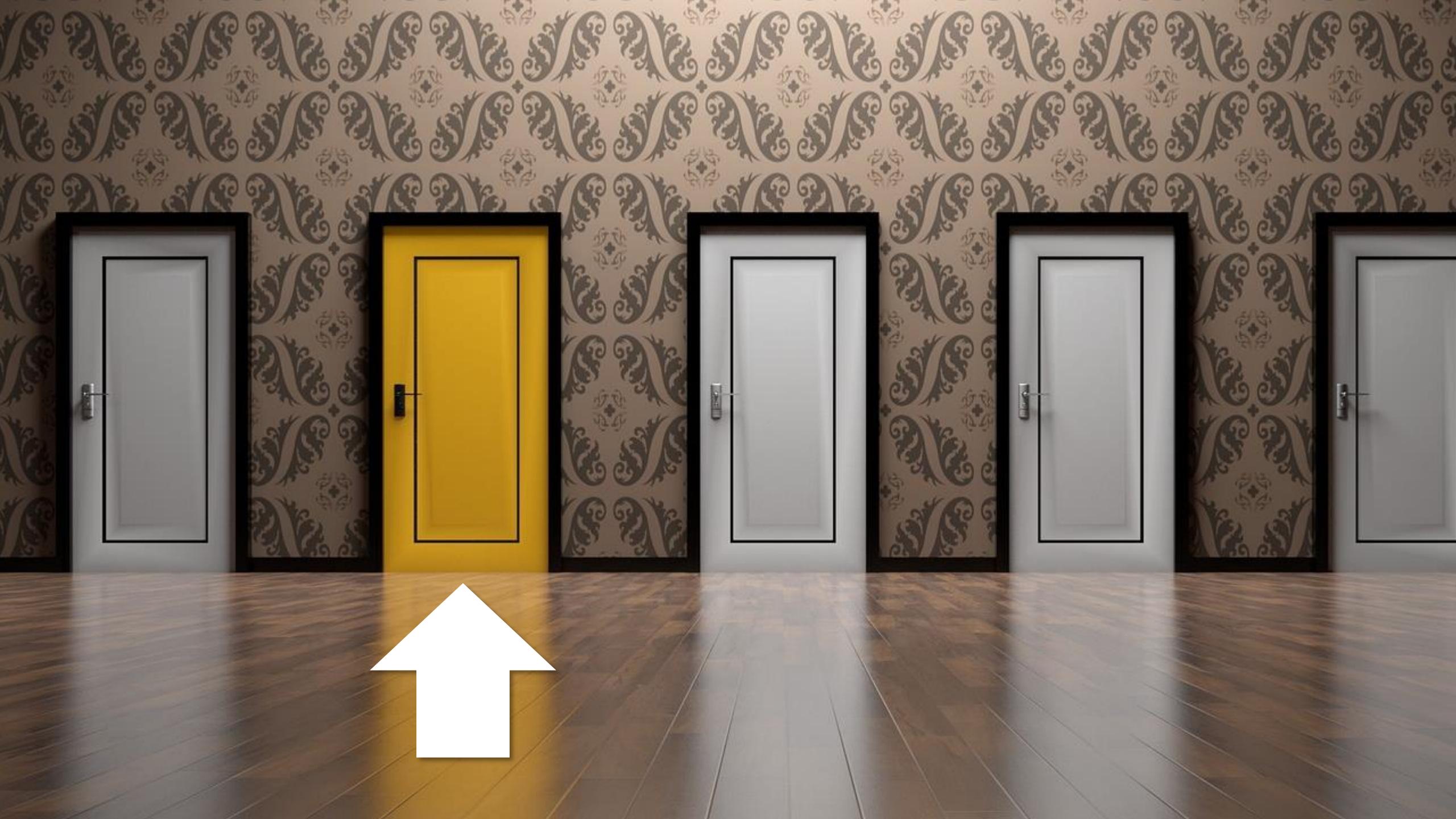
MITARBEITERINNEN ENGAGEMENT // 2018 DEUTSCHLAND

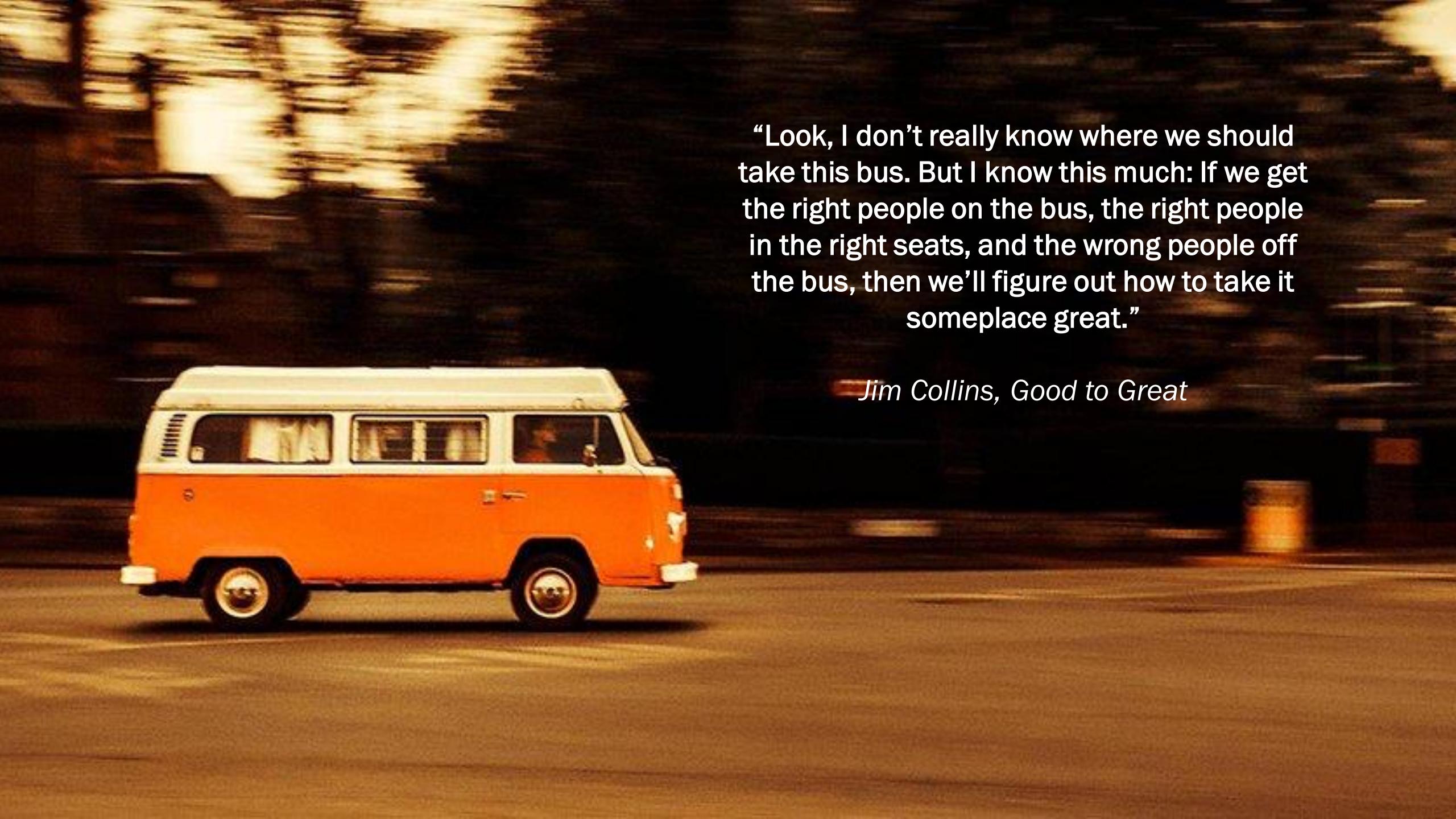
- HOHE BINDUNG
15%
- GERINGE
BINDUNG 71%
- KEINE BINDUNG
14%



Bringt mir meine Führungsaufgabe
Energie oder entzieht sie mir Energie?



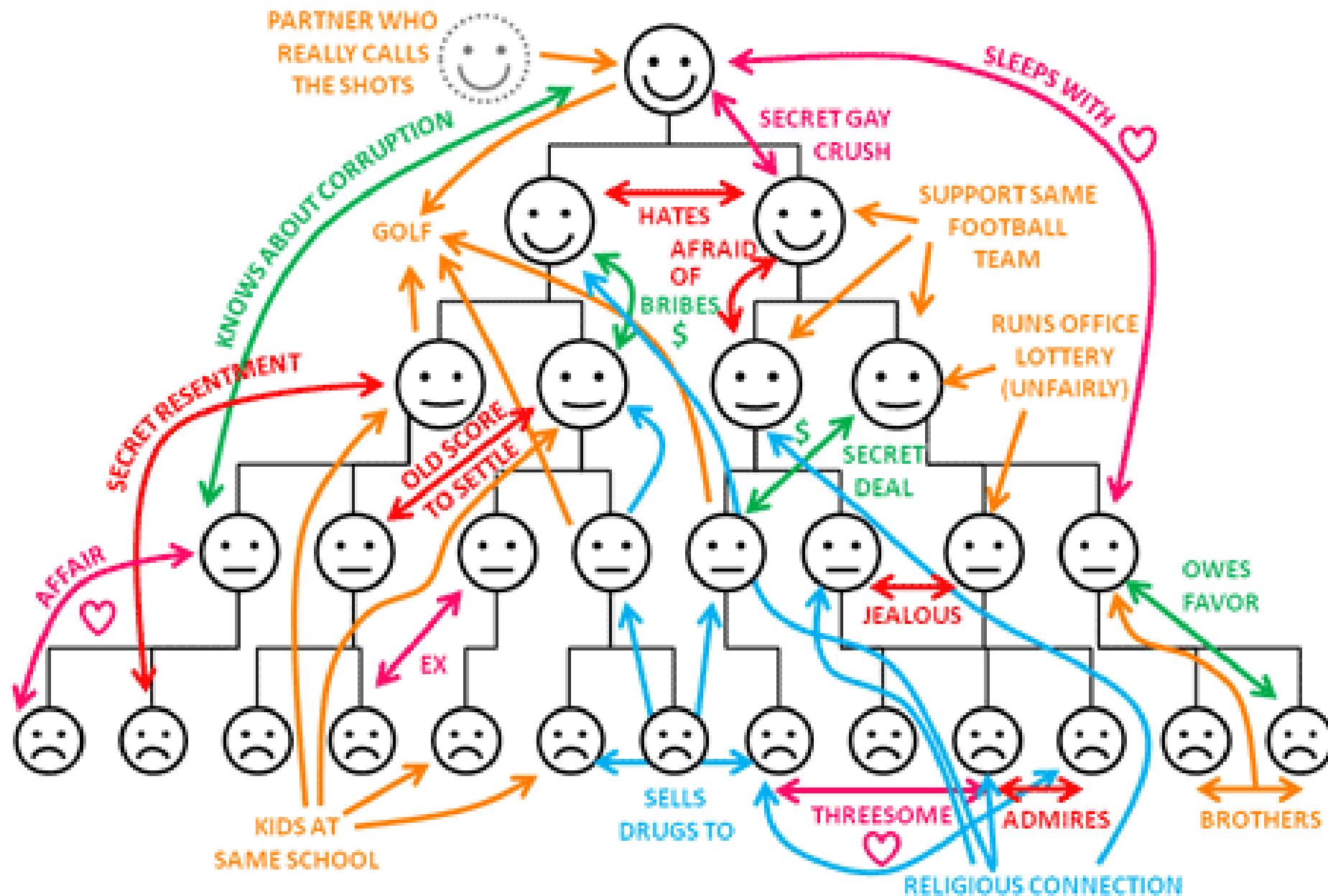


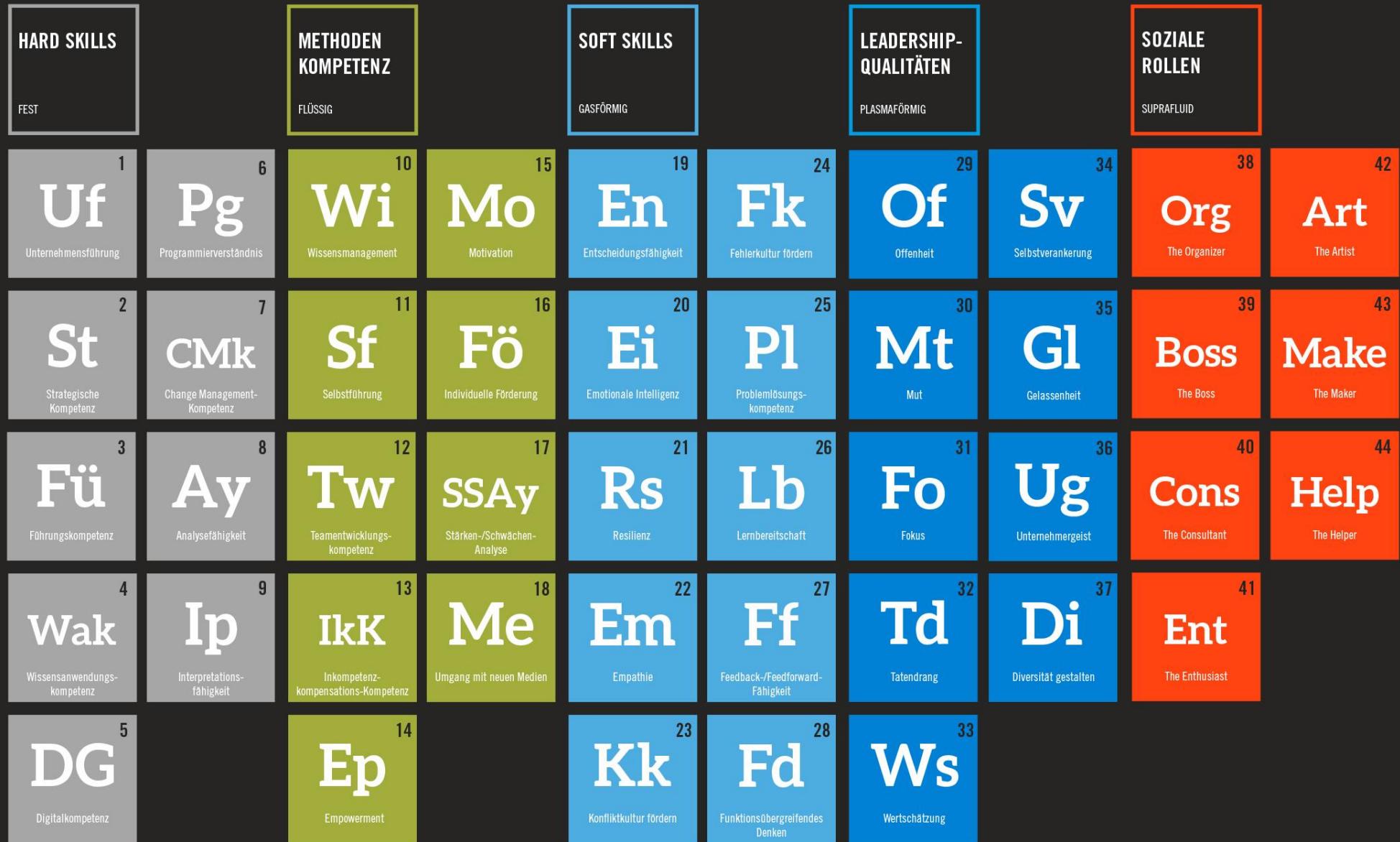
A vintage orange and white bus is shown from a side-front angle, driving towards the right. The background is dark, suggesting night, with blurred lights from other vehicles creating streaks of light.

"Look, I don't really know where we should take this bus. But I know this much: If we get the right people on the bus, the right people in the right seats, and the wrong people off the bus, then we'll figure out how to take it someplace great."

Jim Collins, Good to Great

REAL ORGANIZATION CHART





Aggregatzustand FLÜSSIG

Aggregatzustand GASFÖRMIG

Aggregatzustand PLASMAFÖRMIG

Aggregatzustand SUPRAFLUID

| | HARD SKILLS FEST | METHODEN KOMPETENZ FLÜSSIG | SOFT SKILLS GASFÖRMIG | LEADERSHIP-QUALITÄTEN PLASMAFÖRMIG | SOZIALE ROLLEN SUPRAFLUID | | | | | |
|---|---------------------|-------------------------------|--------------------------|---------------------------------------|------------------------------|----|----|----|----|----|
| 1 | 1 | 6 | 10 | 15 | 19 | 24 | 29 | 34 | 38 | 42 |
| 2 | 2 | 7 | 11 | 16 | 20 | 25 | 30 | 35 | 39 | 43 |
| 3 | 3 | 8 | 12 | 17 | 21 | 26 | 31 | 36 | 40 | 44 |
| 4 | 4 | 9 | 13 | 18 | 22 | 27 | 32 | 37 | 41 | |
| 5 | 5 | | 14 | | 23 | 28 | 33 | | | |



ESPRESSO TALK

*Leadership today is about unlearning management
and relearning being human!*

The Mind of the Leader, R.Hougaard & J.Carter

