

Exploring the Uncharted

- The Art of Leadership in the Digital Age -



Uncharted

Let me tell you a story...





SCARY STORY TIME

April 9, **2017**





Dr. David Dao

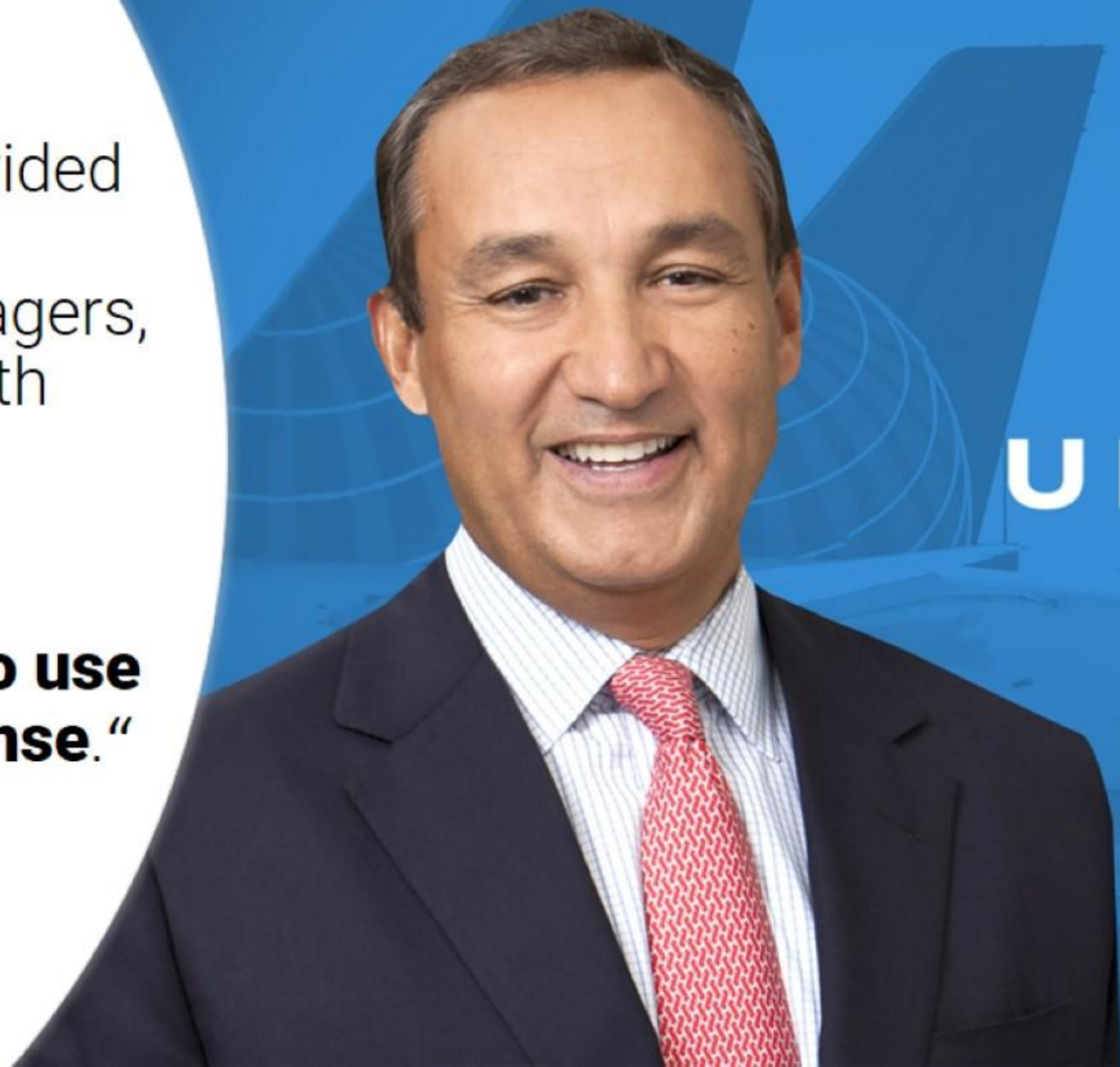
a 69-year-old pulmonologist





United Express Flight 3411 **incident**

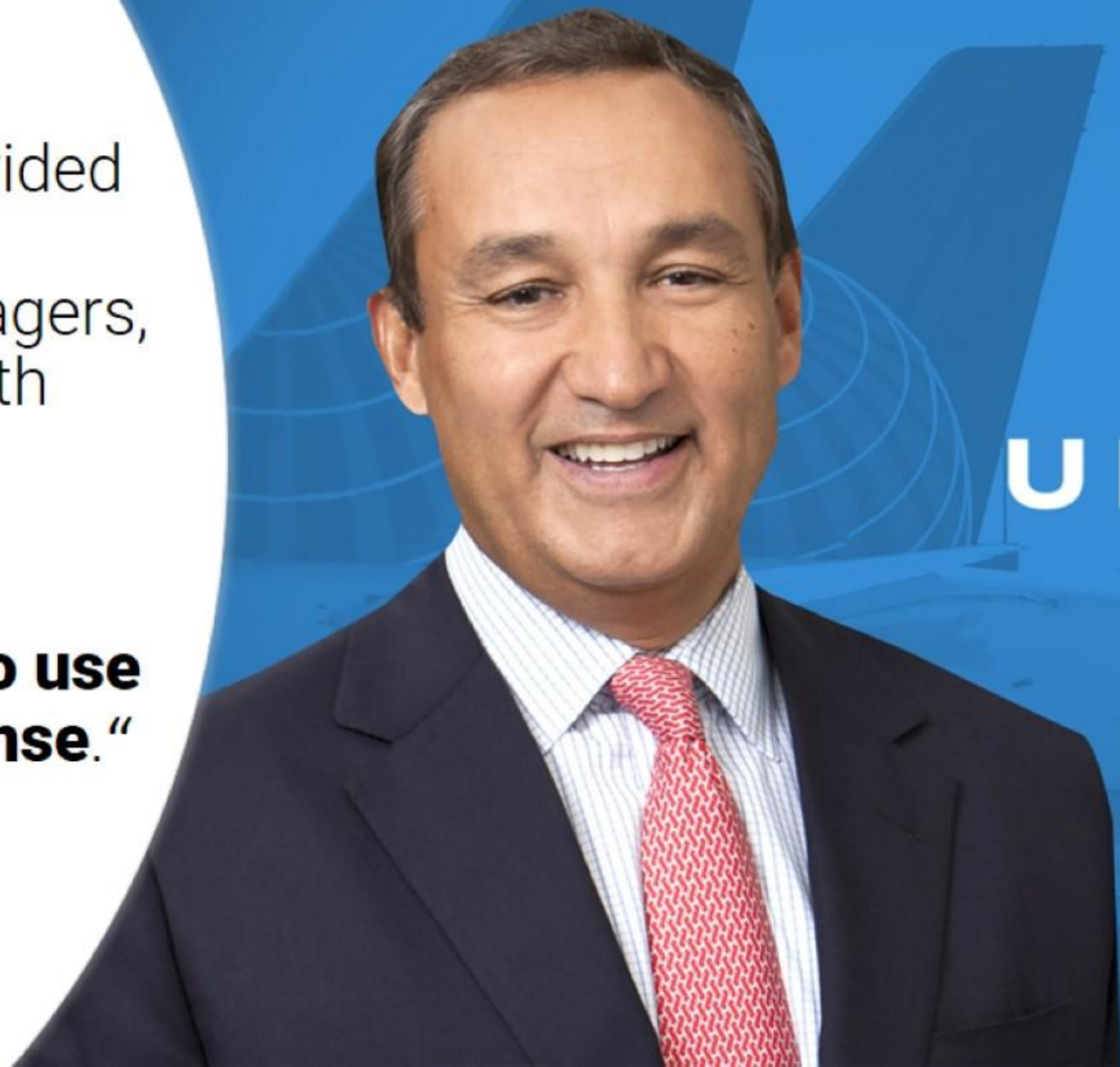
„We have not provided
our frontline
supervisors, managers,
and individuals with
the proper tools,
policies, and
procedures
**that allow them to use
their common sense.**“





WHAAAAAAT?

„We have not provided
our frontline
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the proper tools,
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UNITED

IDIOCRACY



“Use your
good judgment
in all situations.

There are no
other rules.”



„How did we get into this **mess**?“



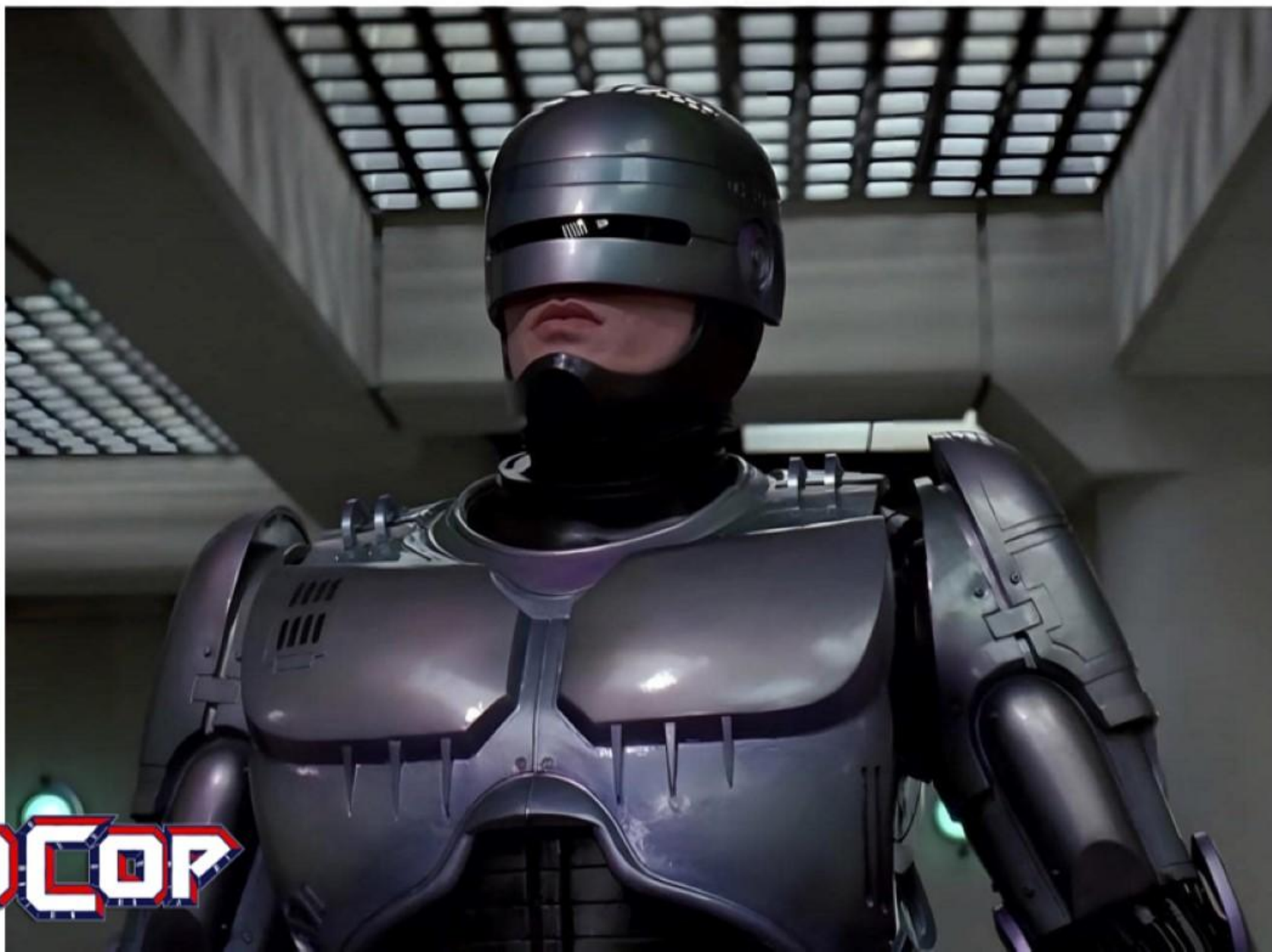


The **(Unholy) Trinity** of Organisational Design

1. Make people miserable
2. Can't innovate
3. Can't change

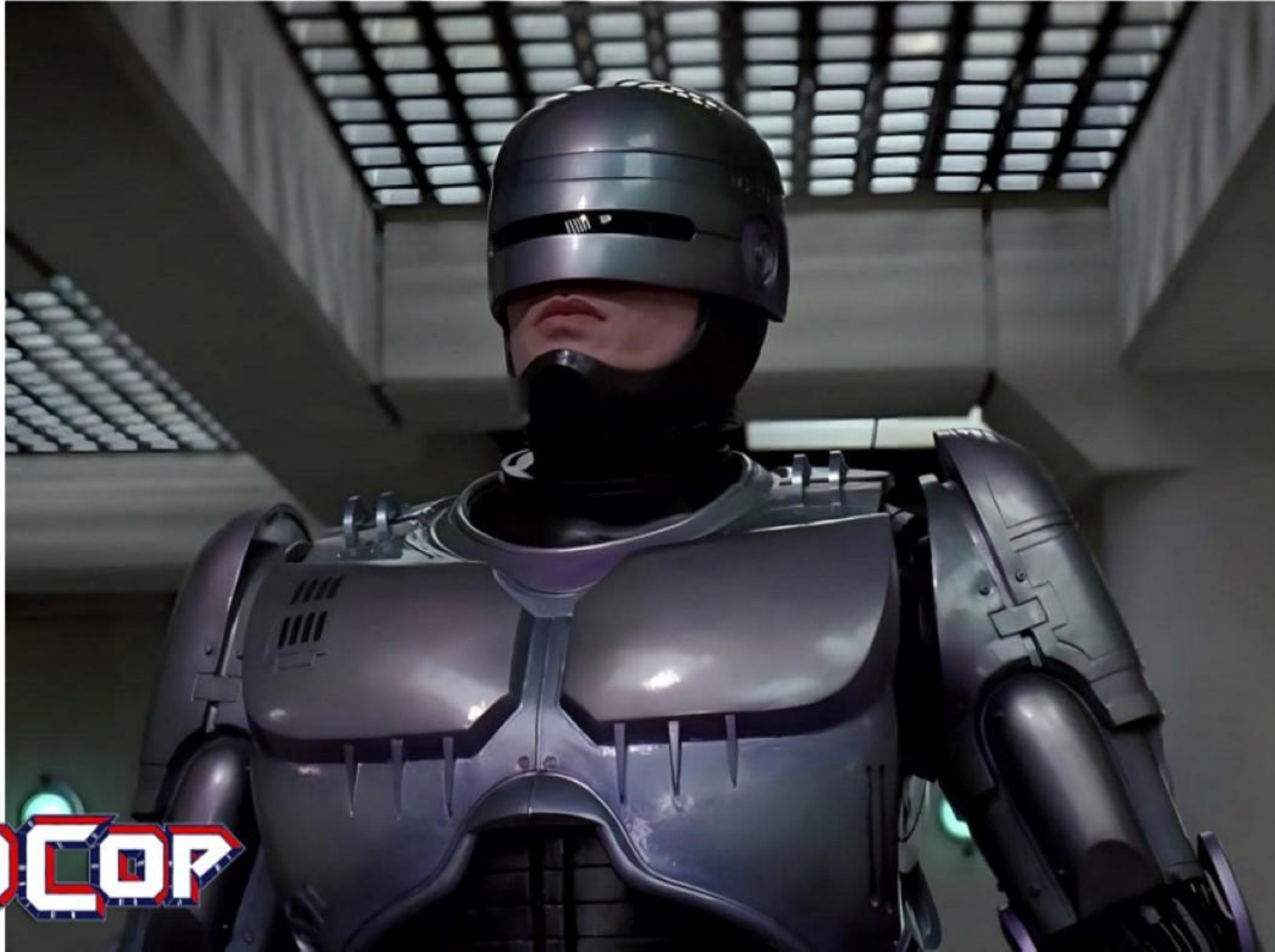


Ever since I started working ,every day has been worse than the one before. That means each time you see me, that's on the worst day of my life.



ROBOCOP

DUDE DIED, BUT THEY MADE HIM GO TO WORK ANYWAY



ROBOCOP

Gallup's State of the Global Workplace

- 23% of employees are "Engaged"
- 62% are "Not Engaged"
- **15% are "Actively Disengaged"**



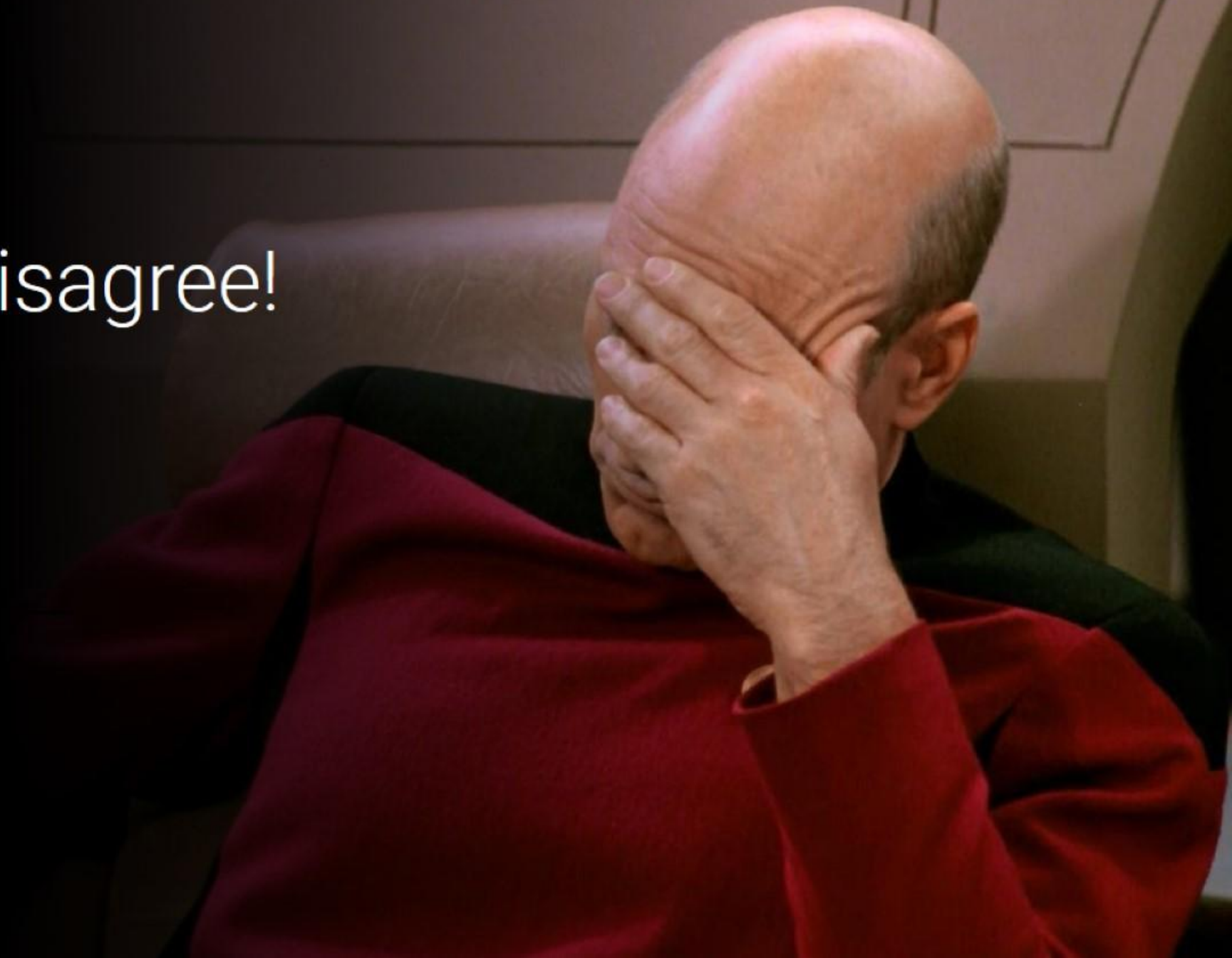
Only 19% of
managers
are **engaged**



77% of managers
think they
engage their people



...but **82%** of
their people disagree!



“Much of what we
call management
consists of **making it
difficult for people
to work.**”

Peter Drucker

“The Father of Modern Management”

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“The Father of Modern Management”







Don't Just Sit There Wilkins!

INNOVATE!



“Inovate or die!”

©CLICK2VIEW.ASIA

Meeting
at ten

Do it
NOW



**INNOVATE
OR
DIE**



Daenerys Targaryen
“Mother of Dragons”



Inovate
or
„Dracarys“



... Only 5% of people
working for companies
**feel empowered
to innovate**



WE NEED TO DO SOMETHING
SO INNOVATIVE THAT NO
BRAND HAS EVER DONE
ANYTHING LIKE IT.



SEEMS RISKY. CAN YOU GIVE
EXAMPLES OF OTHER BRANDS
THAT HAVE DONE THIS?



TOM
FISH
BURNE

We must be
innovative
and
disruptive!



75% of new
products and
services
**fail to be
commercially
successful**





70% of change and transformation programmes **fail to achieve their objectives**

SIR ALEX FERGUSON

MANCHESTER UNITED 1986-2013

38

TROPHIES

20

LEAGUE
TITLES

2

CHAMPIONS
LEAGUES

894

GAMES
WON

1498

GAMES
MANAGED

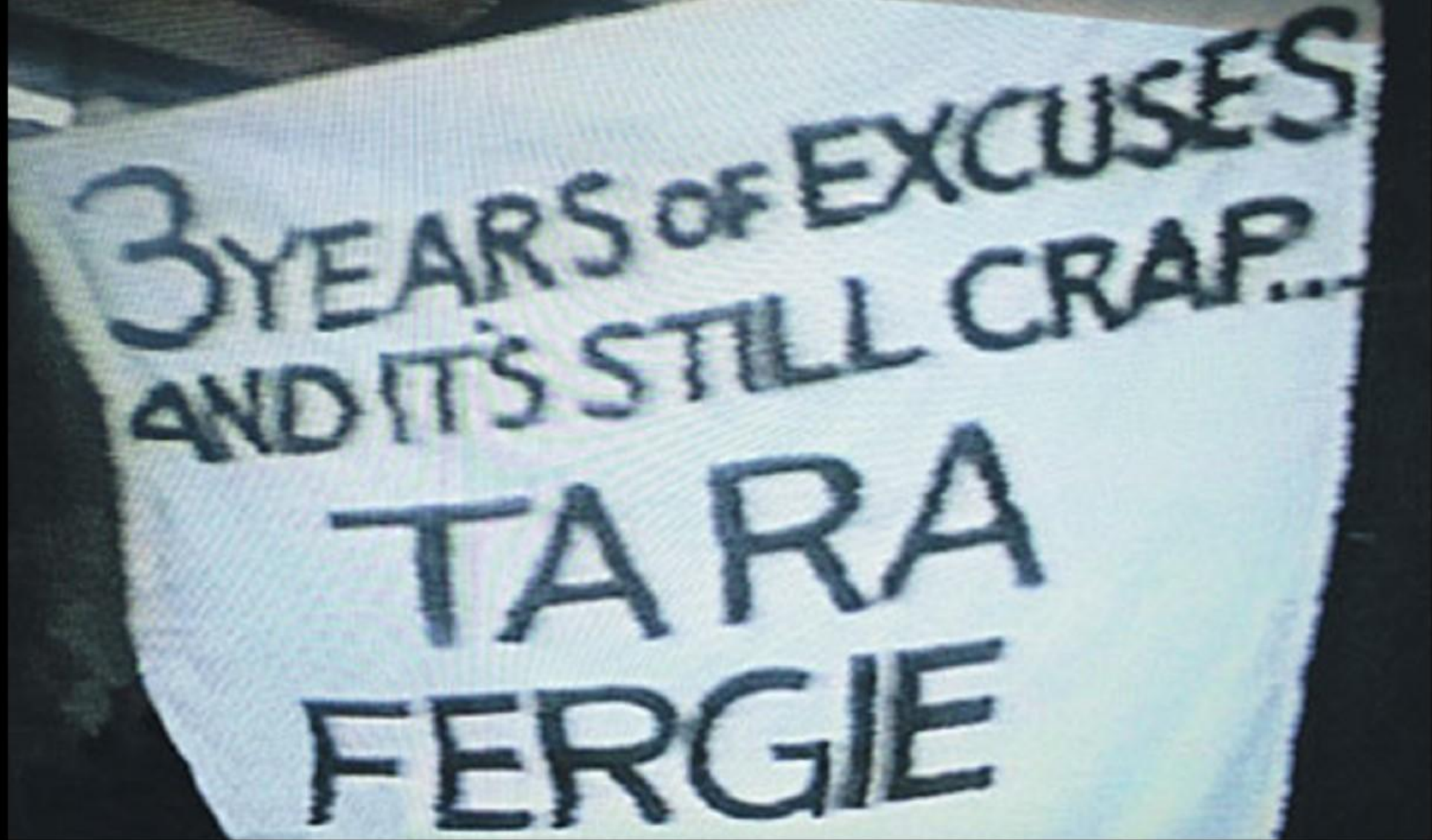
1

KNIGHTHOOD



How long did it take
for Sir Alex Ferguson
to win his **FIRST** title
with Manchester United?





November 1986 - appointed Manchester United manager

May 1993 - won his first Manchester United title



David Moyes (6 year contract) - 10 month stay

Louis Van Gaal (3 year contract) - 2 year stay

Jose Mourinho (3+ year contract) - 2.5 year stay

Ole Gunnar Solskjær (3 year contract) - 2.5 year stay

Erik ten Hag (3+ year contract) - 2.5 year stay



„How are you
supposed to
change the tires
on a car when it's
going 60 mph?“

Rozabeth Moss Kanter
Management thinker



Which player scored and secured Real Madrid's seventh UEFA Champions League title - their first in 32 years?



Predrag Mijatović

Scored the winning goal
in the 1998 UEFA
Champions League Final



„I had a 4-year contract as Real Madrid's Director of Football, but **I knew I would be sacked** at the end of the season if Real did not win a title.“

Predrag Mijatović



Deutsche Bank

 Postbank Finanzcenter

Deutsche Bank



 Postbank

It took
13 years of failed attempts
and
1 billion dollars spent
to achieve
a successful transformation



The **(Unholy) Trinity** of Organisational Design

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„You cannot overtake
15 cars in sunny weather,
but you can
when it's raining.”

Ayrton Senna

“The Rain Master”

3-time F1 World Champion





EVERYTHING EVERYWHERE ALL AT ONCE



Thinkers50 is the world's most reliable resource for identifying, ranking, and sharing the leading management ideas of our age.

A photograph of Tom Peters, an older man with white hair and glasses, wearing a black tuxedo and a black bow tie. He is smiling and holding a black award plaque with yellow text. The background is a red carpet event with a large screen displaying "2017 Awards Gala" and "#thinkers50".

Tom Peters

**Lifetime Achievement Award
2017**

A photograph of three men standing together. The man on the left is bald, wearing a dark suit and a red tie. The man in the center is older, with white hair and glasses, wearing a dark suit, a light blue shirt, and a red tie. The man on the right is younger, with dark hair, wearing a dark blue and white striped polo shirt with a Nike logo. They are standing in front of a wall with a Lexus logo and the word 'Lexus' partially visible. The text is overlaid on the left side of the image.

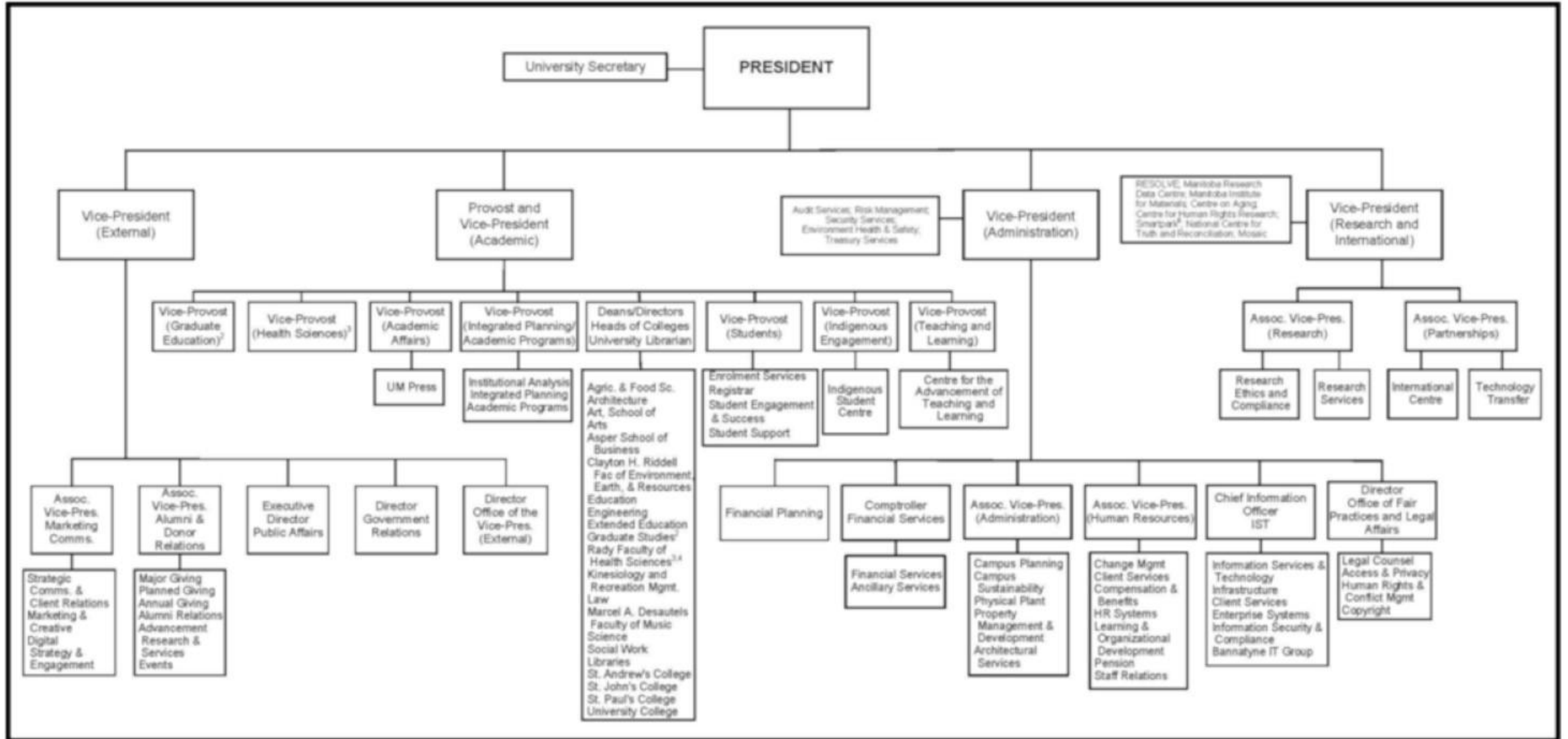
“Despite the explosion
in technology, it still is
all about the people.”

Tom Peters

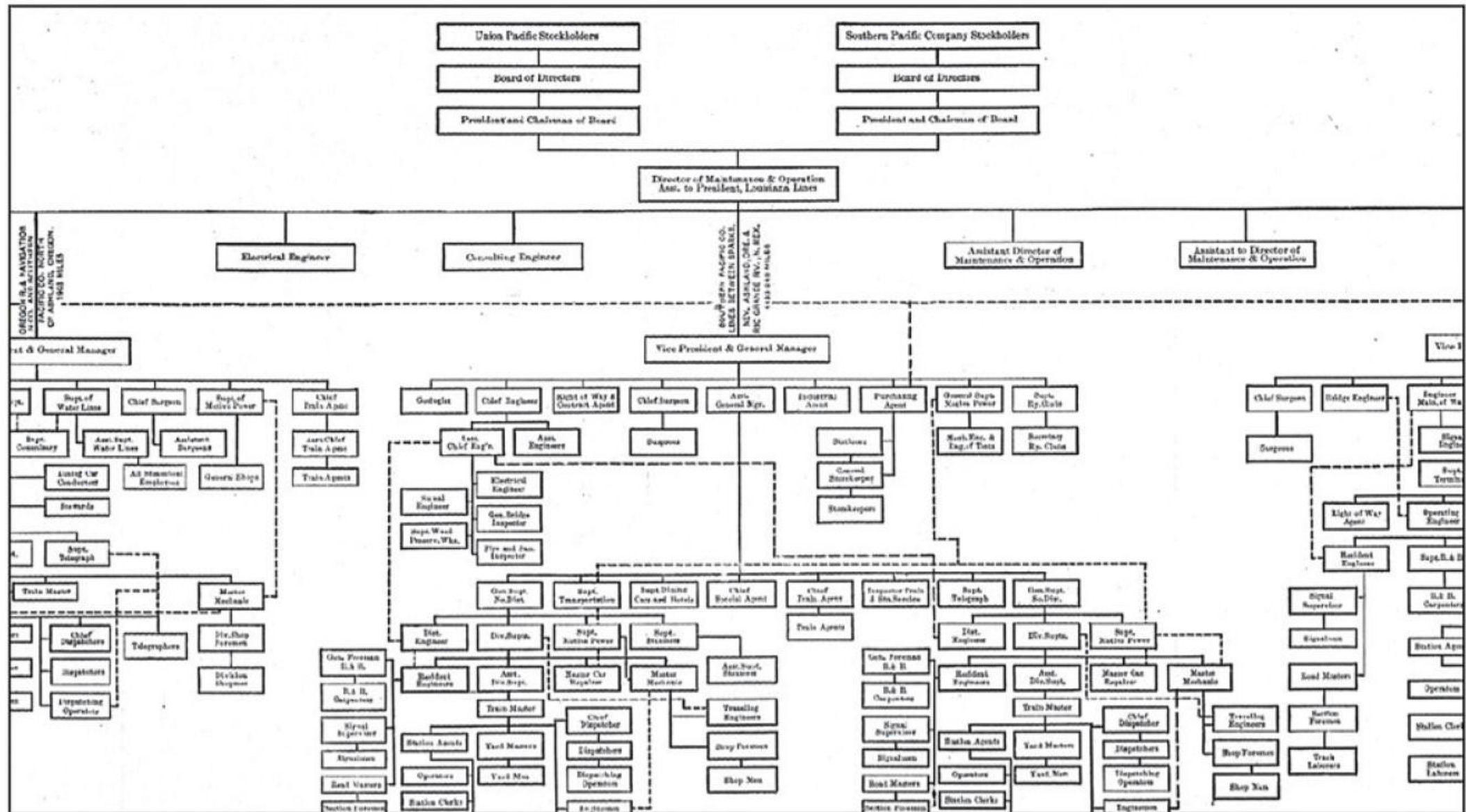
Management thinker

Will this be **enough**?

What **decade** is this organizational chart from?



What **decade** is this organizational chart from?



"Companies nowadays have:

- 21st-century internet-enabled business processes,
- mid-20th-century management processes,
- all built atop **19th-century management principles.**"

Gary Hamel

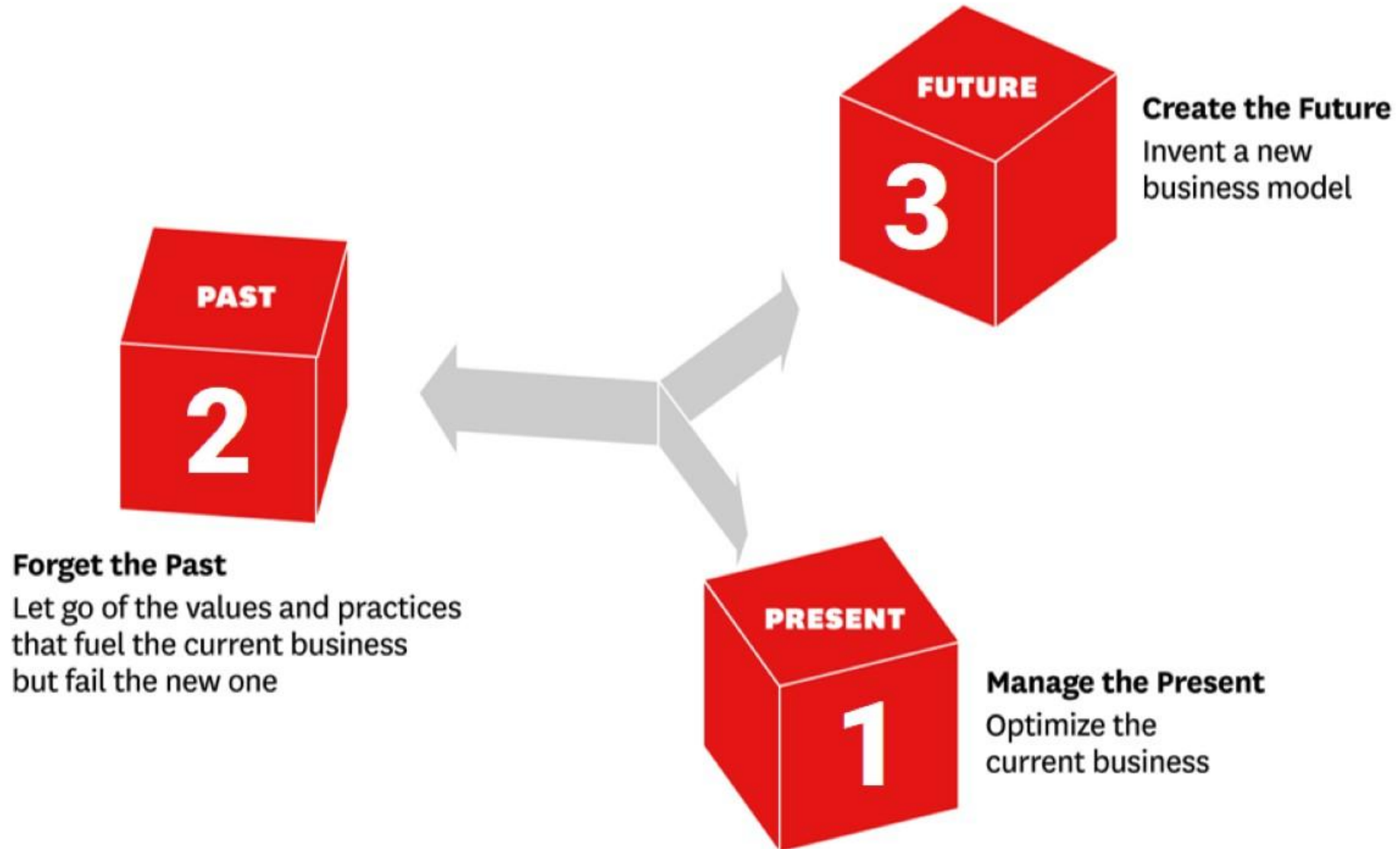
Management thinker



What's
The
Future
of leadership?

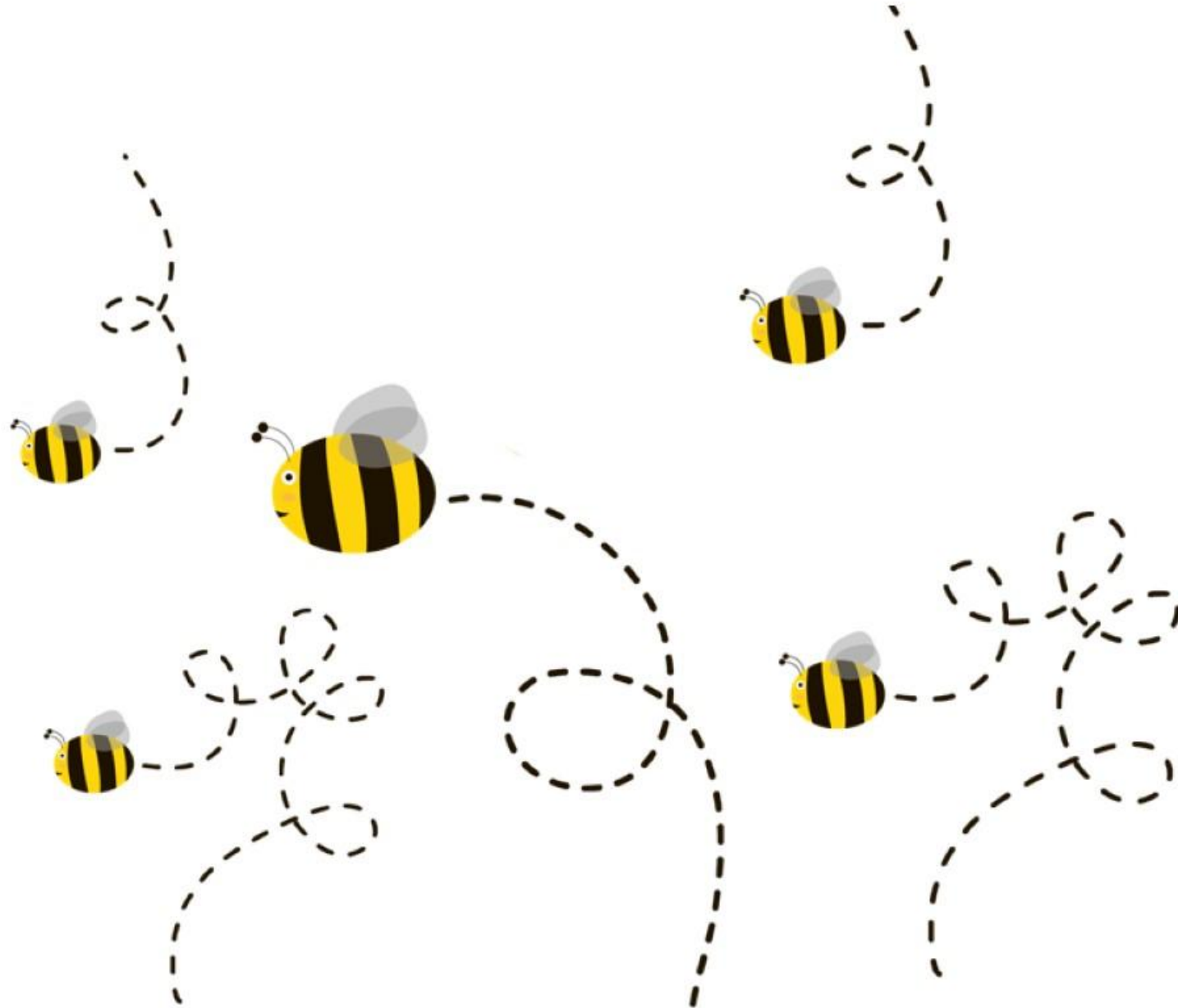
WTF!!!

The **Three-Box** Solution

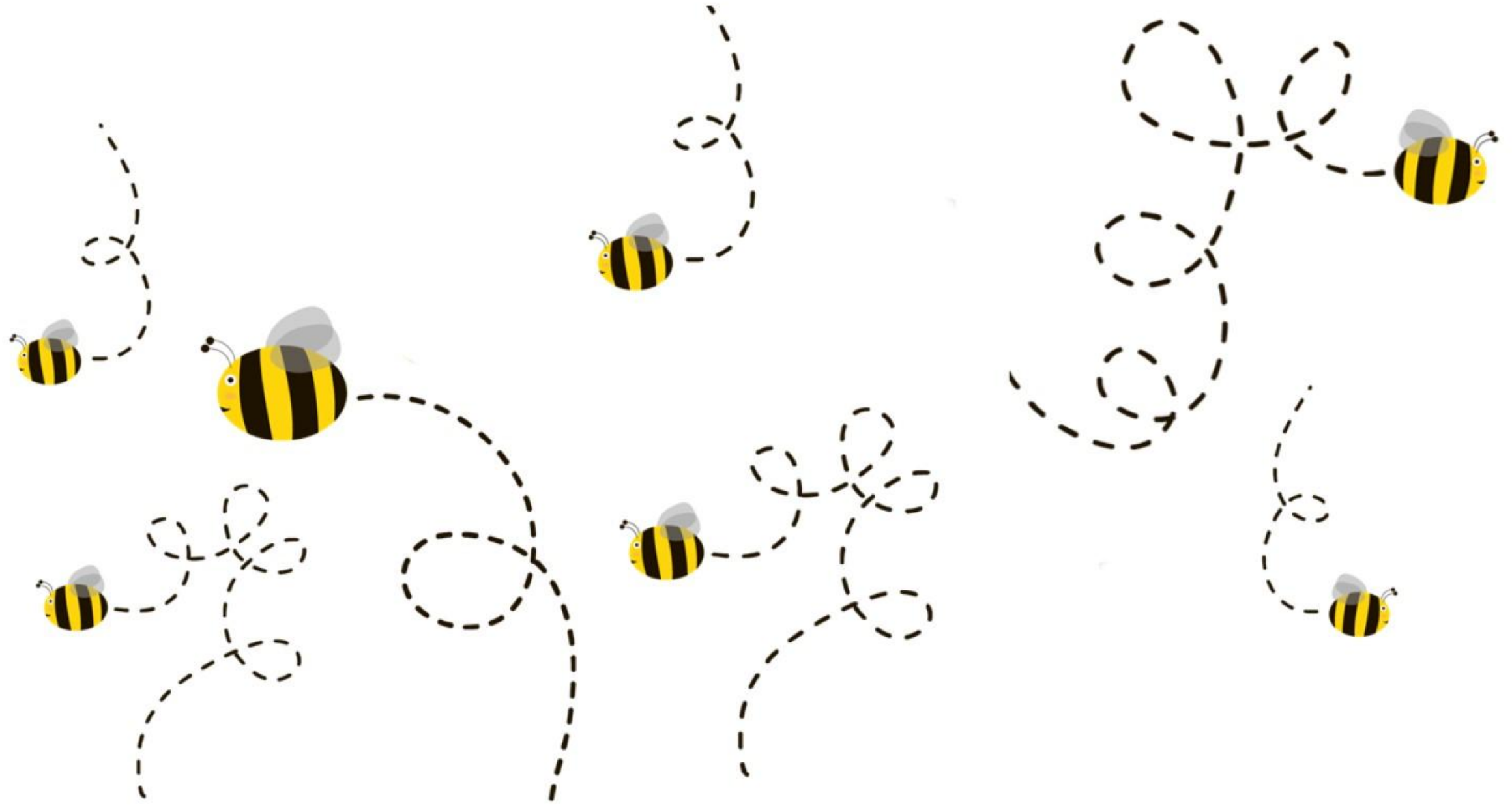




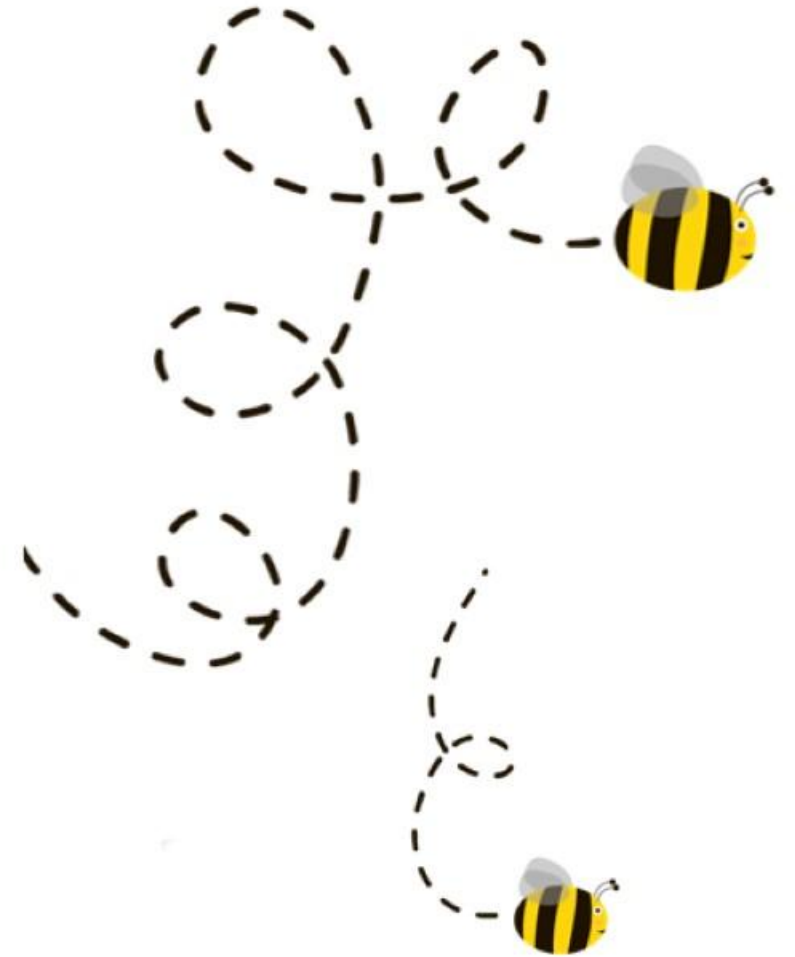
The Waggle **Dance**



The Waggle **Dance**



The **Rogue** Bees



Unleash Your Inner Rogue Bee

& Become the Leader Your Organisation Needs!



Vladimir Vulić

Digital Transformation Strategist

Speaker at 220+ events in 28 countries across 4 continents

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