

### Intelligent Leadership in the Digital Working World of the Future

**To realize and produce environmentally friendly products / systems / services is the challenge for companies and authorities in the decades to come. This quickly calls for completely new ideas / solutions. Business models established over many years must be seriously questioned, processes and systems must be changed. However, in companies / lobbygroups and especially among executives “keep it up” is the prevailing one instead of bringing about a change towards the transformation into technology and in people’s mindsets.**

The reason for this: On the one hand they don’t want to touch their existing business model, on the other hand, however, they also have problems in identifying new profitable models. Often, the top management shows a lack of backing the necessary cultural change or wants to avoid trying out possibly risky models. In this respect, established businesses do not have a disadvantage compared to digital innovators who neither have to complete the tedious task to change a traditional leadership culture nor do they have to defend an established business model.

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This means that the way of cooperating in companies must change fundamentally. Cooperation in organizations must be based on a mutual support and promotion. To give and take is based on a change from an I-culture to a WE-culture. Therefore, companies need executives who stop to **think and act** one-dimensionally but start to do so **multidimensionally**. This would result in hierarchies becoming clearly less pronounced, the networking of digital processes and services would become faster and more effective. However, most of the executives lack the decisive, transformative leadership skills necessary to promote this new type of working in the future.

**“As it is, many companies miss this strategic chance because they don’t have a digital masterplan”.**

Thus, nowadays many employees are not dissatisfied with their jobs but rather because of the fact that the interpersonal communication with the boss is lacking. The “magic formula” is an agile centering of employees and users at eye level. Employees, customers and partners must be integrated rather sooner than later into the development of a new product or new services, respectively, in order to achieve a real benefit (added value). As it is, many companies miss this strategic chance because they don’t have a **digital masterplan**.

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**One thing is certain:** Leadership must be thought through and be lived in a “new” way. Bad leadership is the core of all problems, most of all because the 360 degree interrelations are not recognized. Therefore, what needs to be established is a **culture of confidence, learning and simulation** in order to accelerate the digital transformation throughout the organization and with respect to selected customers / suppliers / competitors. This way the potential of digital solutions (also by means of artificial intelligence) can increase the competitiveness by more than 25 percent.

### Bottom line:

More than two thirds of all problems in our society result from a descript leadership culture in economy and politics. If companies want to faster market digital products / (KI-)Systems / services and offer customized solutions, they should not only invest in the **digitally networked business** but also in the **real 360 degree personality development and professional selection** of their executives and employees. Without a total change of thinking and acting structures (the DNA-mindset) of executives and employees the technological change cannot be timely realized in a “sustainable way” (so-called Double Digital Transformation according to Schust).

If you are interested to know more about the Double Digital Transformation change to the Intelligent Leadership, please visit my ebook  
“Supportive Leadership – The New Role of Executives in the 21<sup>st</sup> Century for free:  
<http://bookboon.com/en/business/management/supportive-leadership>. This book is recommended of the University of St. Gallen / Switzerland as the best Leadership Book which was published over the last Years. Please give reference of this eBook.