

Kristin Scheerhorn

Key Note: digital winner[®]

The key note to the book

Winner or loser? Digital transformation is perceived as a threat because it produces losers. Everyone talks about transformation, but hardly anyone understands about its concepts, methods and processes. This knowledge makes the difference if win or lose.

The speed of the technologies is increasing rapidly: Watson is used in cancer detection: Within 15 seconds, it compares the symptoms of 1 million cancer patients. Chatbots and robots are increasingly taking on our tasks and jobs.

How's it going? And how's the digital revolution going? It's strange how the mood drops after the second question.

Down or up? For the majority the direction is clear. When they hear the word "digital revolution", they think of what the boss has imposed on them on the subject. Or what the competitor has already digitally transformed. Or what they have imposed as boss on their employees, experts, start-ups, startups or project groups - and what they have not, not quickly, not successfully or not transformatively enough implemented. For some, the mood is in the basement after the second question. In many companies, at all hierarchical levels, in all industries. Oh, do we have to do that at all? Before... I'll be retired. That will pass over. It's just a hype: Those are frequent answers. This is dangerous: Don't wait until the settlement on Mars is full in place. Start right now!

Take aways:

- The main reasons why we are not transforming
- The most popular myths of transformation
- The most famous transformation pitfalls
- The success factors for transformation

After this keynote you/your employees will see their future role with new eyes. You will know what to start with and what to pay attention to and how to implement it. You will develop an understanding of the future changes and hurdles that Digital Transformation brings with.

The keynote for:

- executive staff
- executive boards
- All who embark on the journey and transform themselves

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VITA:

Kristin Scheerhorn is a pioneer of digital excellence. As speaker, writer and proven expert in digital transformation, she supports companies and executives in becoming sustainable digital. Her books "Digital Winner", "Der Gott des Digitalen" and "Der Millennial Schock" have been published on this topic.

Her transformative know-how is based on 25 years of international corporate practice and on coaching several thousand coachees in international teams. Against the most favored habit of just focussing on digital technology, Kristin focuses on humans who are the ones who invent high technology and who finally get it up and running.

