

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

Kristin Scheerhorn

VITA:

Kristin Scheerhorn is regarded as a pioneer of digital excellence. As a speaker and proven expert on digital transformation, she has been doing pioneering work for many years and shows companies and executives how they can remain future-proof in terms of technology, products and services. Her books and several expert articles prove her more than 25 years of practical industry experience and competence, which many international corporations, but also medium-sized companies, like to use for themselves. She is therefore a highly sought-after sparring partner who works with companies on their individual visions and strategies.

Her many years of coaching and training competence in an international environment as well as her several thousand participants in workshops, seminars and lectures on all aspects of leadership, improvement, innovation and sales make her one of the most sought-after experts in her sector. Her clients are globally active companies, world market leaders from the medium-sized sector and entrepreneurs who want to maintain or expand their strong position in the market.

Kristin Scheerhorn offers her clients perspectives beyond what executives and entrepreneurs currently know and helps them to secure a profitable and promising future.

She accompanies her clients to lead them purposefully to Digital Excellence through Digital Leadership and Organization into a volatile and digital future. The international leadership and management expert has contributed her know-how to her Digital Winner® program. Following her motto "Let's make digital more human!" Kristin Scheerhorn advises and accompanies executives, entrepreneurs and employees with their fears, reservations and worries and transforms them into a successful digital future.

