

**Kristin Scheerhorn**

## **Key Note: Crazy Birds - How initiatives inspire cultural change!**

New technologies cover only a small part of the challenges in the transformation process. Rather, many small and large projects rub against diversity, internationality, long-lived (and cultivated) hierarchies and rigid power structures. In short, the greatest challenge in the change process is to inspire cultural change.

Kristin Scheerhorn reveals how it is nevertheless possible to take people along on the path of transformation and develop a new mindset in a globally active corporation. On the basis of many best-practice examples she shares her experiences as well as Do's and Don'ts to shape the transformation process with and for people.

The important role the "Crazy Birds" play in this process is revealed in her exciting and impulsive lecture.

The keynote for

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

## VITA: Kristin Scheerhorn



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.

