

LEADERSHIP IN THE DIGITAL WORLD

Photo: Stock-Asso/Shutterstock.com

Changing Leadership Culture

For over four years, the LeadershipGarage has researched and navigated the digital transformation with its partners, and generated useful knowledge at the intersection of science and practice that helps companies to successfully master their digital transformation.

As a result, it is clear that, even over all technical requirements, success requires a new digital company culture in which leaders play a central role. The Lead-

ershipGarage focuses on leaders and provides them with appropriate concepts and tools in order to guide processes and employees to a future-ready company culture.

The LeadershipGarage itself has a unique atmosphere reflecting the spirit of the start-ups and garage-pioneers of Silicon Valley, in which networking and knowledge-sharing are natural success factors.

Switching to digitalization



14 Digital Awareness
The LeadershipGarage began in response to the transformation of our previous working paradigm: New digital technologies are creating companies, changing and accelerating processes, and making faster, more innovative corporate action necessary. Familiarizing managers with these changes and their new roles was the pioneering achievement of LeadershipGarage.

15 Five Switches
In a second phase, the upcoming changes and challenges could be identified. This resulted in the Five-Switches tool, which identifies the five key factors that companies need to switch on in order to meet the requirements of the digital world: Workplace, Collaboration, Responsibility, Leadership and Culture.

16 Mindset Shift
The digital world has its own leadership requirements where yesterday's standards no longer apply, and which demands completely new competencies, readiness, and a comprehensive "mindset shift" from managers. Leadership today involves creating networks, empowering employees, navigating high-speed situations, and entrepreneurial thinking.



Framework Study

In the following year, the LeadershipGarage project focused on innovation by developing, testing and evaluating practical approaches and concepts for innovative managerial action. Research focused on the concept of Ambidextrous Leadership, which describes the ability to balance “exploit and explore” activities necessary for innovation development.

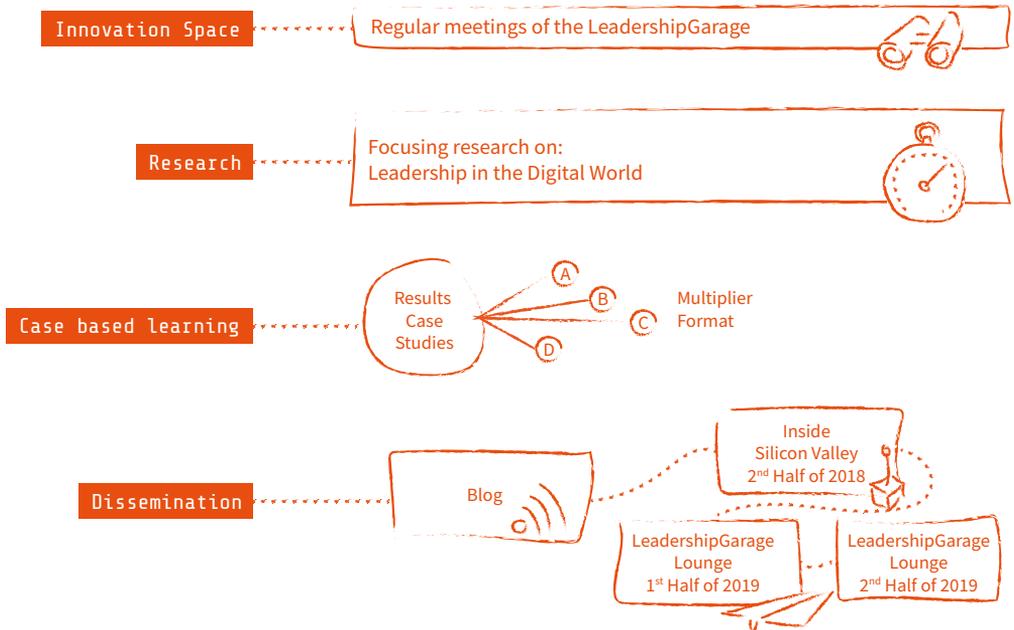


Digital Culture

The next step that the LeadershipGarage and its partner companies will take is to concentrate research results on digital transformation into concepts that successfully shape cultural change-management and digital culture leadership with a focus on how a digital corporate culture can be successfully built.

The LeadershipGarage approach: Research, learn, **share knowledge**

The scope of the LeadershipGarage spans from collegial exchange to knowledge generation and dissemination:



In the **Innovation Space**, project participants meet regularly for constructive exchange. Each meeting has three aspects: Participants receive exclusive input and current research results, gain insights into their companies via the “learning in other places” format, and develop and solidify their effective network.

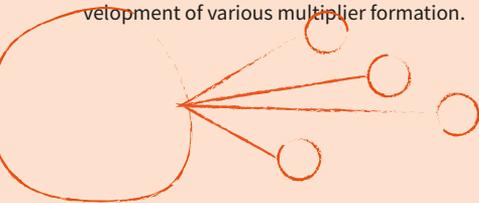


Research focuses on the parameters of successful leadership in the digital workplace. The Framework Study from 2017 in cooperation with the “Manager-Barometer” of the Odgers Berndtson international

recruitment consultancy already provided important insights into the innovation-promoting concept of Ambidextrous Leadership. In 2018, the LeadershipGarage focused on the theme of digital culture.

The LeadershipGarage has successfully implemented case studies with its project partners on the themes of remote leadership, healthy leadership, leading and learning culture, digital communication, and ambidextrous leadership.

These studies identify the key drivers of successful leadership and serve as **case-based learning** in the development of various multiplier formation.



Internal

Specifically tailored: The knowledge gained by the LeadershipGarage is carried to every single company.

Together

Networking: The LeadershipGarage promotes knowledge exchange.

External

“Roadshows”: The LeadershipGarage makes companies the experts.

The findings are also **shared** through LeadershipGarage’s public forums: The Leadership Garage Blog reports actively on the digital working world, and with the inter-

active LeadershipGarage Lounges, project participants regularly come into contact with a broader, more interactive public.



→ leadershipgarage.de

Partners: Large Enterprises



Nutzfahrzeuge



iaU



e-on

AVENTICS[®]

Die Gesundheitskasse.



Die Techniker



Bundesagentur für Arbeit

Partners: Small and Medium-sized Enterprises



Braunschweigische Landesparkasse



DIEHL Aviation

energycity



hannover airport



Gehrke Econ



Katrin Labs Personalmakler



Hannover Pro Region



REFA



Felix Schoeller Group



Schürmann Steuerberatungsgesellschaft mbH

More information:

leadershipgarage.stanford.edu

Blog:

leadershipgarage.de

The LeadershipGarage is a collaboration space at the intersection of science and industry, initiated in 2014 by Prof. Sabine Remdisch from the Institute for Performance Management at Leuphana University Lüneburg in cooperation with renowned companies and the H-STAR Institute of Stanford University. The LeadershipGarage researches Digital Preparedness, Digital Leadership, and Digital Collaboration, while developing innovative solutions for leadership and working / learning in the digital world.