



FACING DOOM

-

**Leading
Digital in
uneasy times**

#digitaltransformation #leadership

@BerndPreuschoff

Dear Digitals:



**WE. ARE. NOT. NORMAL.
STILL.**

A photograph of a woman with long blonde hair sitting in the driver's seat of a car. She has her hands pressed against her face, covering her eyes, suggesting she is crying or in a state of panic. She is wearing a black top, a silver bracelet on her left wrist, and rings on her fingers. The car's interior, including the steering wheel and seat, is visible in the background.

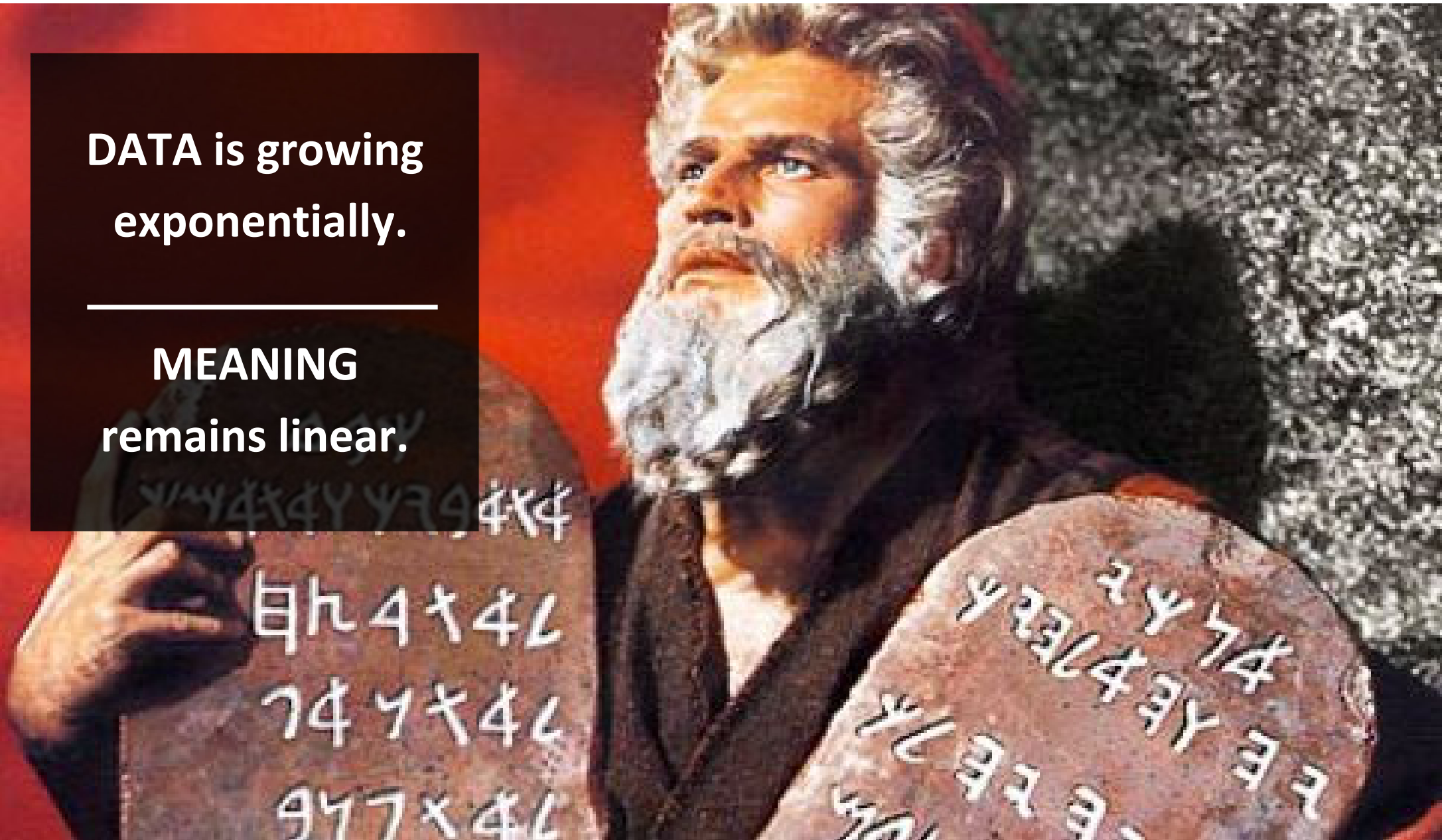
**Our
Ability
to
ACCELERATE**

has outtaken

**our
Ability
to
STEER.**

DATA is growing exponentially.

MEANING remains linear.



**Previously
far-away threats
are getting
really
personal now.**



**Digital
Transformation
is not the point.**

**Our businesses
are transforming
and
Digital is just
a part of it.**



A silhouette of a family of five—two adults and three children—standing on a dark, flat surface and holding hands. They are positioned against a bright, glowing sunset or sunrise sky, which transitions from a deep orange near the horizon to a pale blue at the top. The family members are dark against the light background. On the left side, a semi-transparent dark rectangle contains white text.

**In Digital,
we'll need
the humans.
MORE THAN EVER.**

Humans need stories.
And stories need heroes.
Especially in times like these.





**Your people matter more than
your LinkedIn profile.
Fight your all fight, not just yours.**



EXCLUSIVE
Entertainment
EXCLUSIVE

**If you're still claiming that you
are not the one to get dirty,
you will never be part of the gang.**



“What’s the nature of leadership but seeing things that others aren’t seeing yet?


That’s poetry.

What’s leadership but using language that cuts to the bone to articulate this unseen vision?

That’s poetry.

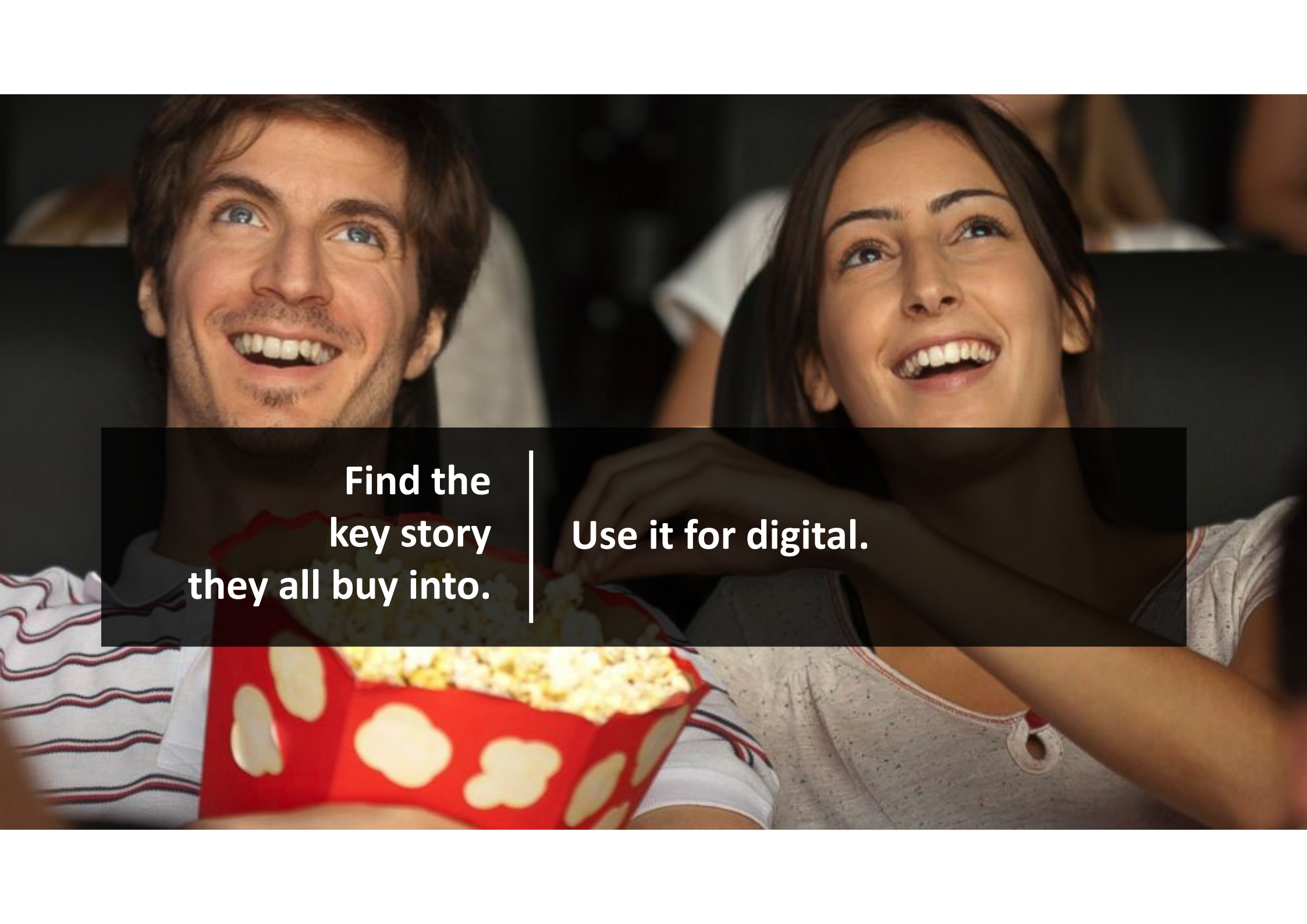
What’s leadership but having the courage to say what feels unsayable whether because it’s not popular or too frightening?

That’s poetry.”



**Listen to the
old stories.**

**This is what
your audience
dreamed of last
night.**



**Find the
key story
they all buy into.**

Use it for digital.

**It was never
about pens.**

**It was always
about
making beauty
possible.**



digitally
protecting
digital
people
in a digital world



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**Digital Strategy
is
dead.**

**Long
live
Digital Results.**



Cupcakes...

...may be
your way
to go.

**Find the existing heroes.
Offer them a chance to tell their next chapter.**



**Make your new
new heroes
part of the battle.**

**Let them use their special
talent and
enable them.**



And then start to „marvelize“...



**Build your team for a legend.
Not for fear.**



**Look for allies.
Not for servants.**



**Don't forget: Good stories need bad guys.
Swallow your pride. Make them a part of the game.**



...don't worry.
Some heroes are
different.

And
your IT...



And you?
Try to be the best first mouse ever.

And...
ACTION!



**THANK
YOU!**