

The change will be the constant. Where have all the rebels gone?

The digital revolution has replaced industrialization - do we need more rebels to profit from this change? And can we bring this transformation to success through a peaceful revolution?



Revolutions, led by people to develop themselves further; socially, politically, and organizationally. In the world of work, we find the industrial revolution, which started with the first one around 1800 and has now led us into the fourth, the digital revolution. It is even claimed that this revolution is already outdated.

It is thus an accelerating change, a process of change in which people had to adapt and integrate themselves according to the demands of industry and companies. In the first three revolutions, strict hierarchies, structural work according to instructions and plans were the basis for working productively and adapting to new circumstances.

Now the digital revolution is bringing about another challenge. Not only new technologies, markets, and Internet platforms, but also a new cultural mindset, as well as new forms of working, collaboration and communication must be established and lived by people. More and more often, we are required to adapt to new environments. The information on the subject not only doubles every day, it also becomes obsolete in an accelerating cycle. People are expected to become more flexible, to educate themselves continuously, to develop visions and new ideas. It is the centre of the whole change process with all its patterns of interaction.

This is precisely where the real difficulty of the digital revolution lies: It is the human being who guides, accompanies, and directs the digital transformation - in interaction with other people. Teamwork is required and collaboration is the new buzzword. The realization that corporate and organizational culture and the motives of employees contribute significantly to the success of the digital transformation is no longer new. However, about two thirds of companies fail precisely because of this change process.

The important questions to be raised are:

- › Where do I stand in my company regarding digitalization?
- › What is my level of maturity?
- › What does my digital strategy look like and how are my employees involved?
- › Can the meaning of the digital transformation be conveyed and does the concept suit my company?

» The definition of a revolution is an upheaval of what has been valid and existing so far, it displaces the past to lead to a fundamental innovation or a profound transformation.

A transformation becomes a revolution when it meets three criteria:

An enormous, impulsive process, a mass mobilizing effect of the issue and a defined "programmatic idea" as the basis of the movement. «

Quelle: Karl Griewank: „Der neuzeitliche Revolutionsbegriff“

- › Do my employees, especially my managers, have digital skills for change and is the organizational structure set up correctly for this?
- › Where are my rebels, where are my hidden visionaries and how do I reach also the "quiet voices"?
- › What does the interaction between "people, process and organization" look like in terms of the quality of information, communication, and interaction?

The digital change is a journey where we must ask ourselves, which resources do I have and what would be the next appropriate step. And one of these steps will be to empower your employees and take them along with you on this journey of change: Testing suggestions and solutions, making mistakes, encouraging them to keep trying new approaches. Changes happen in parallel and the transition from old to new is fluid. Very quickly it becomes obvious how important it is to find the right balance between the past and the future to adapt them to the demands of the market.

» Progress is impossible without change, and those who cannot change their minds cannot change anything. «

George Bernard Shaw

There is a significant gap between those people who grew up with digital technologies and integrated them into their everyday lives (digital natives) and those who still try to do their day to day business in an unmodified manner. Nevertheless, we need all of them, their

experience, their ideas, their commitment. We have to involve all of them if we want the change to succeed.

It is a huge step to make the digital transformation successful for people and for businesses. The readiness to change is intrinsically motivated, i.e. it must also touch people's hearts.

This is precisely where we are heading towards a revolution. A tremendous process in which we must mobilize the crowd to implement a programmatic idea. An idea, vision, strategy, whatever we call it, that fits the individual organizational structure that it wants to push ahead and connects the people and structures.

The real winners of this revolution are the rebels who get involved, shape the process positively, see synergies and seize opportunities. Those who think outside the box and constantly acquire the skills needed for the digital transformation and beyond. Those who are open and curious about visionary work. It's a revolution in which we should all be the rebels who can contribute great and powerful ideas for the benefit of all.

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