



Change



Change

Now, that we are all at risk of being replaced by Robots and AI,
value has shifted from
processing to learning,
from *giving smart answers to asking insightful questions.*

*That's an intensely creative process because it requires us
to collaborate with others and
synthesize across domains.*



Change: Creativity

We take it for granted that, business today is an essentially creative activity, but never question why.

What's changed?

Clearly, one reason for creativity's growing role is the increasing need to add value.

The evolution of economic activity is driven by a competitive obligation to create value over and above commodity goods and services.



Change: Leadership New Role

The confluence of *experiences, ecosystems and automation* has created an intensely different business environment. Today, rather than simply planning and executing, firms need to constantly *reinvent how they create, deliver and capture value.*

Yet to do that effectively, we must fundamentally change the way our organizations work.

We must learn to manage unseen connections. *

* Major Break



Change: Leadership

Fortunately, we do have an increasing number of new tools to meet the challenge. New forms of organization, such as holocracy, agile teams and self-organizing firms.

Yet most of all, if we are to unlock creativity, we need to recognize that:

Leadership is more important than authority

It is no longer enough to dictate the “what,” we must learn to inspire the “why.”





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