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# From Digital Transformation to Recruiting Strategy



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Digital transformation is like teenage sex

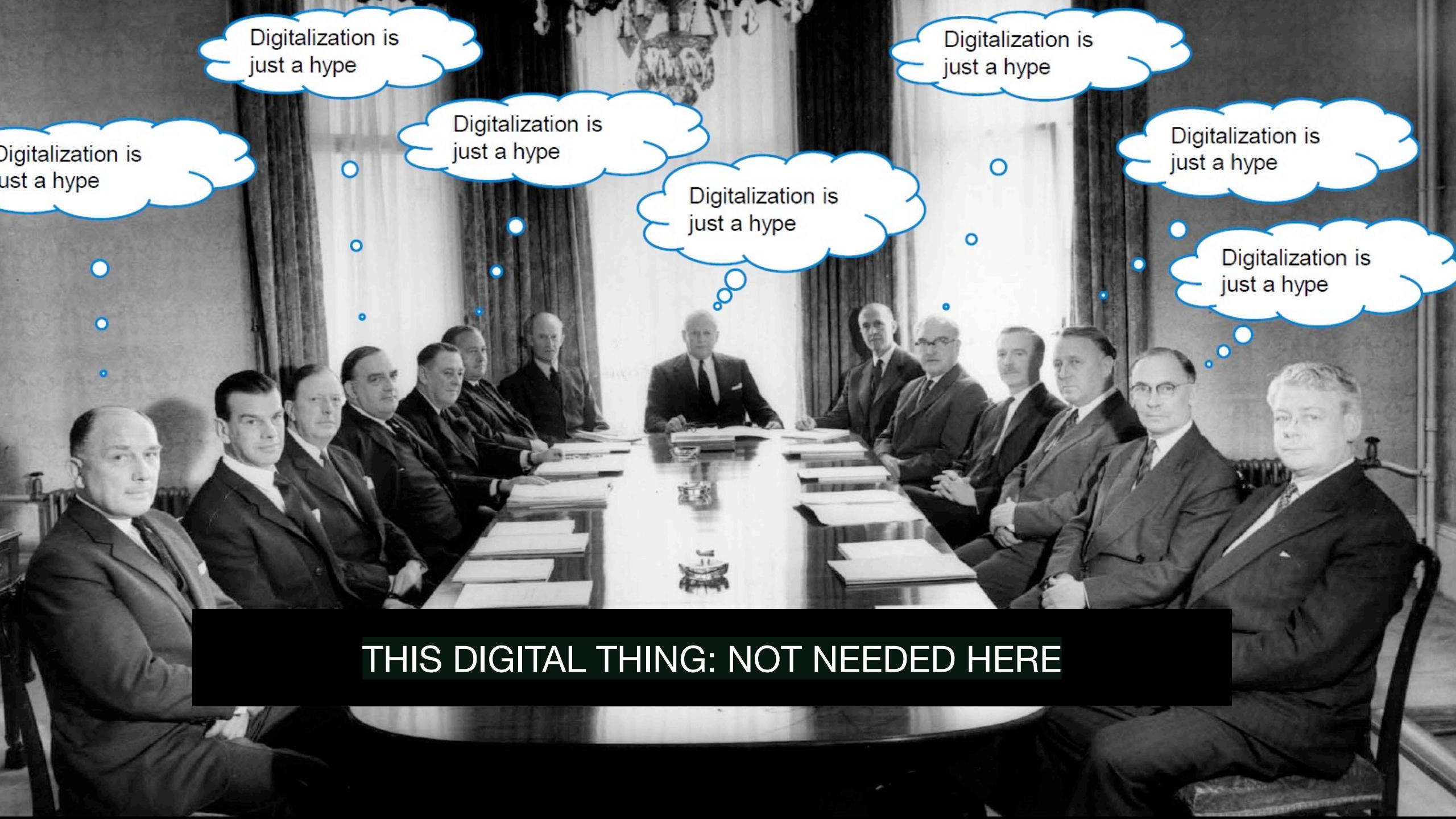
Everyone talks about it.

Nobody knows how to do it.

Everybody thinks that everyone else is doing it.

So everyone claims they are doing it.

*Tribute to Dan Ariely*



THIS DIGITAL THING: NOT NEEDED HERE

**THE ROOF  
IS  
ON FIRE**



*That's what I do. I drink  
and I know things.*









# The Golden Circle

## WHAT

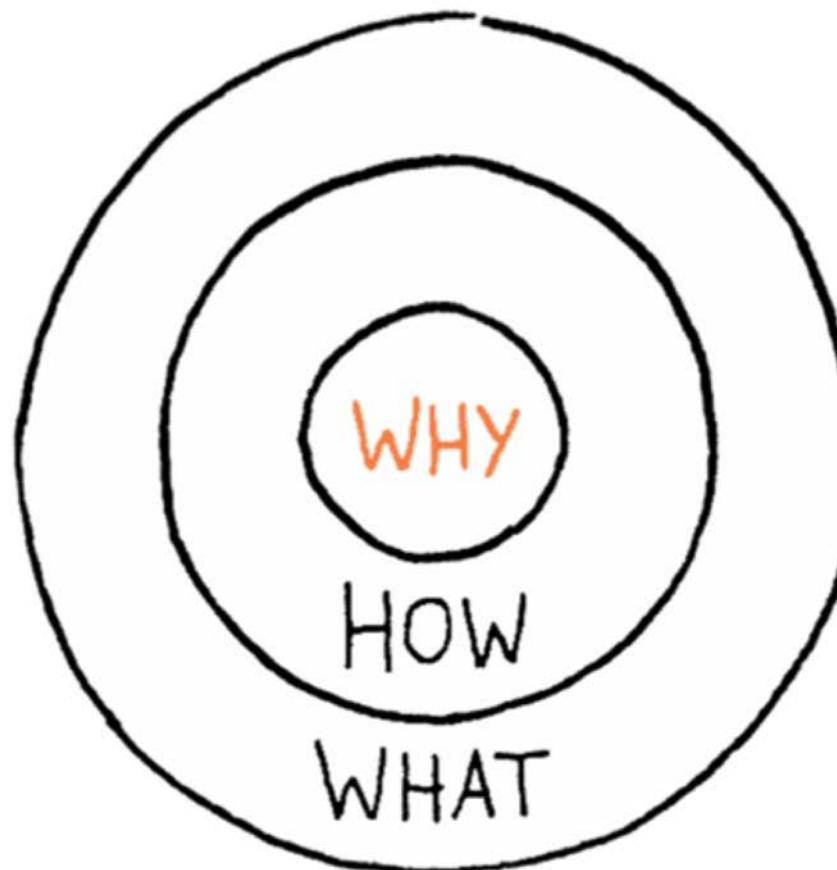
Every organization on the planet knows **WHAT** they do. These are products they sell or the services

## HOW

Some organizations know **HOW** they do it. These are the things that make them special or set them apart from their competition.

## WHY

Very few organizations know **WHY** they do what they do. **WHY** is not about making money. That's a result. **WHY** is a purpose, cause or belief. It's the very reason your organization exists.



I really love change

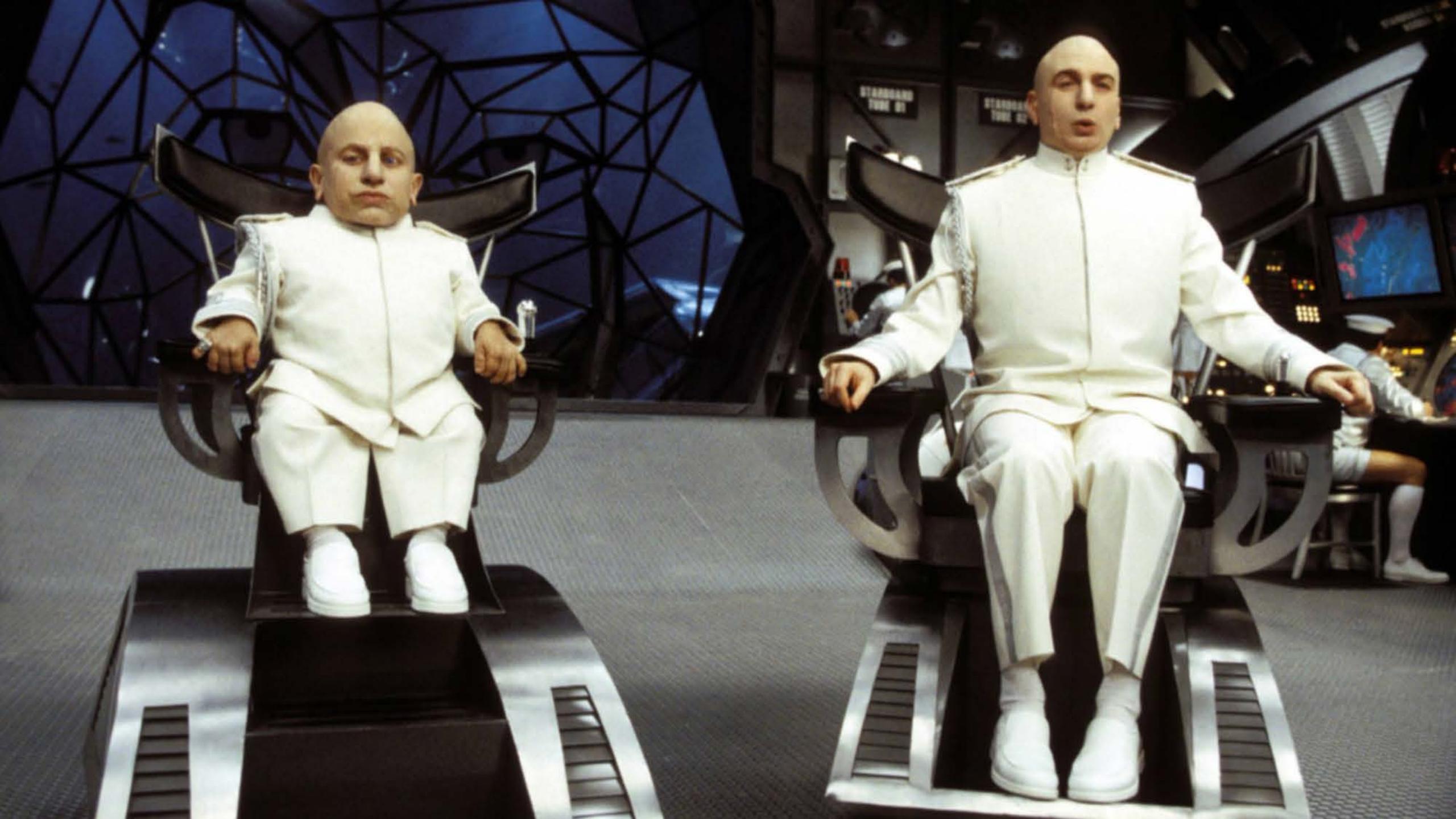




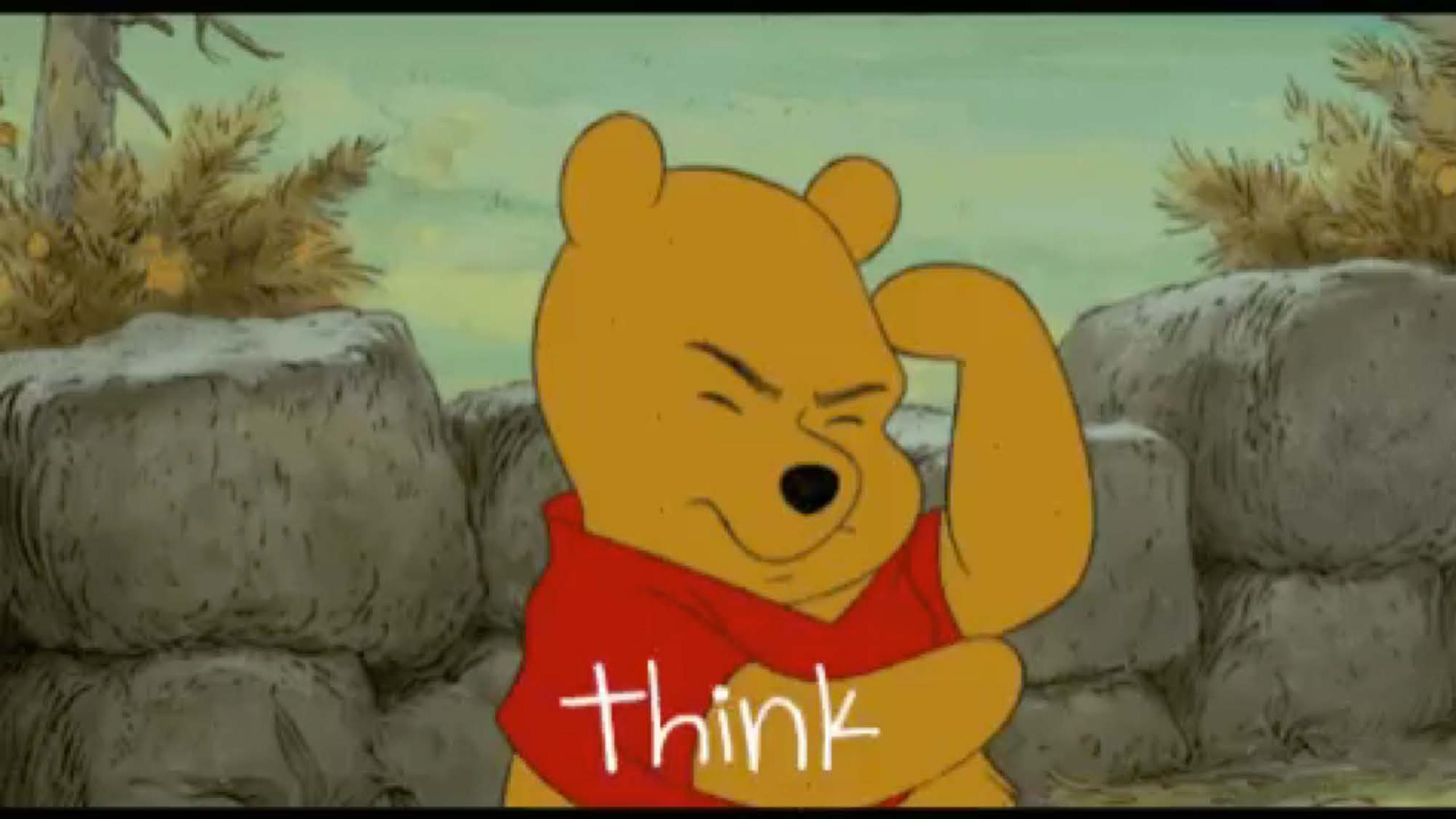


houston,  
we have  
a problem.







A classic illustration of Winnie the Pooh, a yellow bear with a red shirt, sitting on a large grey rock. He is looking slightly to the right with a thoughtful expression, his hand near his chin. A small jar of honey hangs from his belt. The background shows a grassy field and some trees.

think







LET'S DO IT

**VIELEN DANK**