

]

From Digital Transformation to Recruiting Strategy



Stephanie Luftensteiner
Head of HR
kununu



Christine Kirbach
Co-Founder & Partner
Red Lab

Digital transformation is like teenage sex

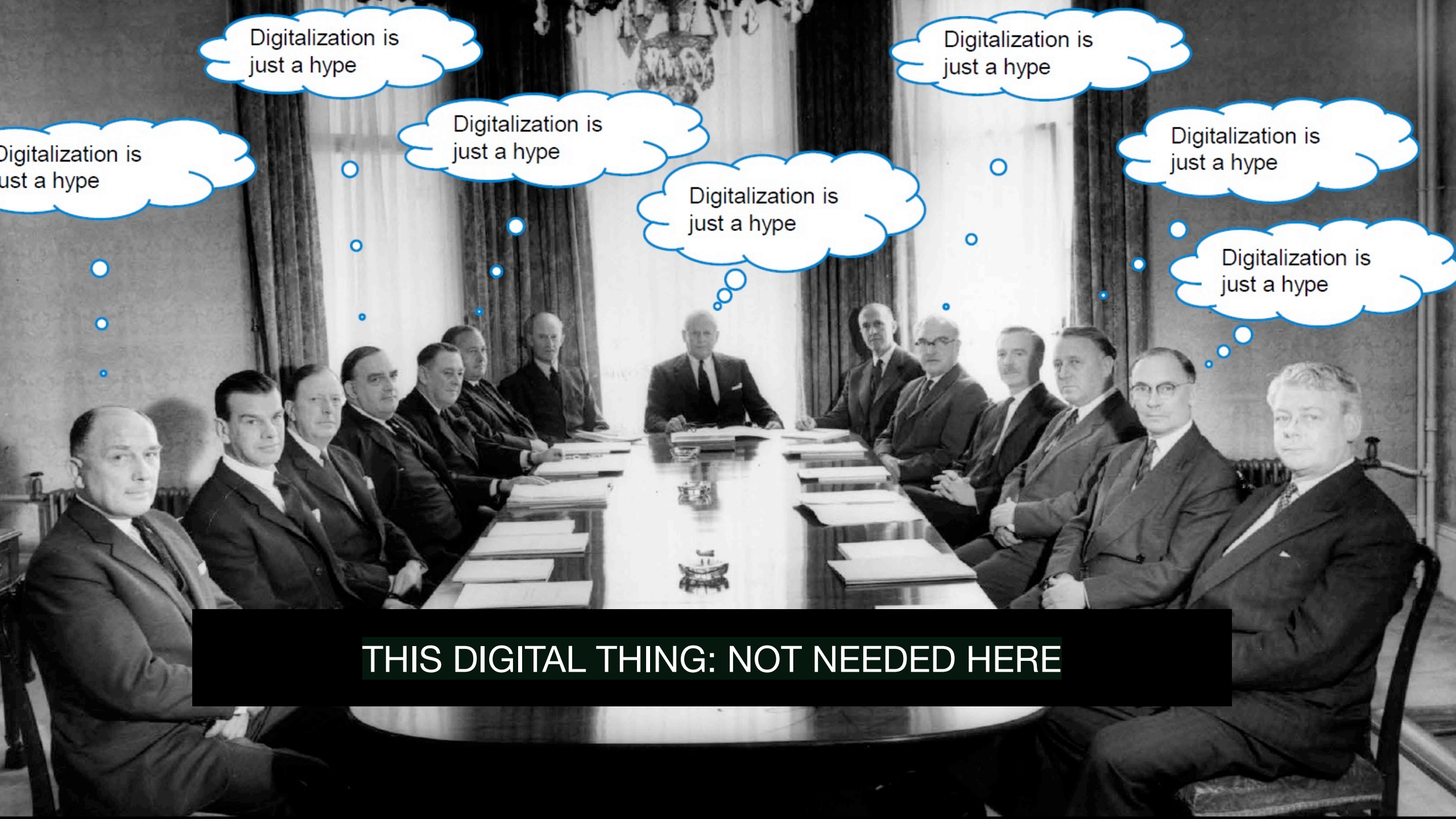
Everyone talks about it.

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



Digitalization is
just a hype

Digitalization is
just a hype

Digitalization is
just a hype

Digitalization is
just a hype


Digitalization is
just a hype

Digitalization is
just a hype

Digitalization is
just a hype

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

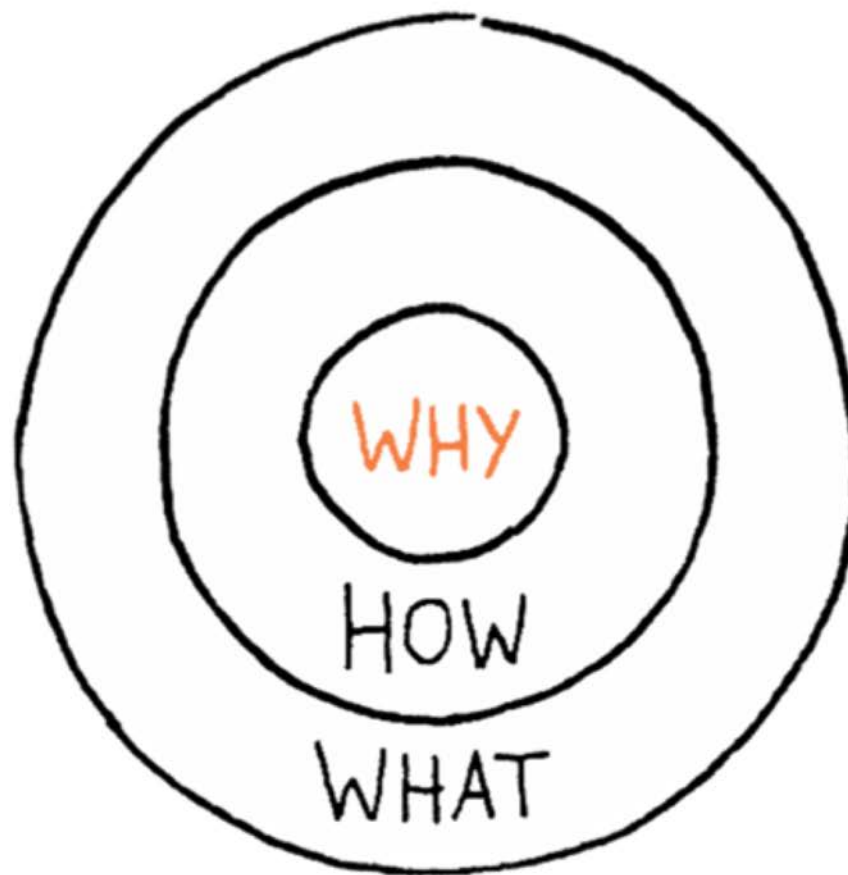
Every organization on the planet knows WHAT they do. These are products they sell or the services

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

**CHANGE
IS GOOD.**

**You go
first!**

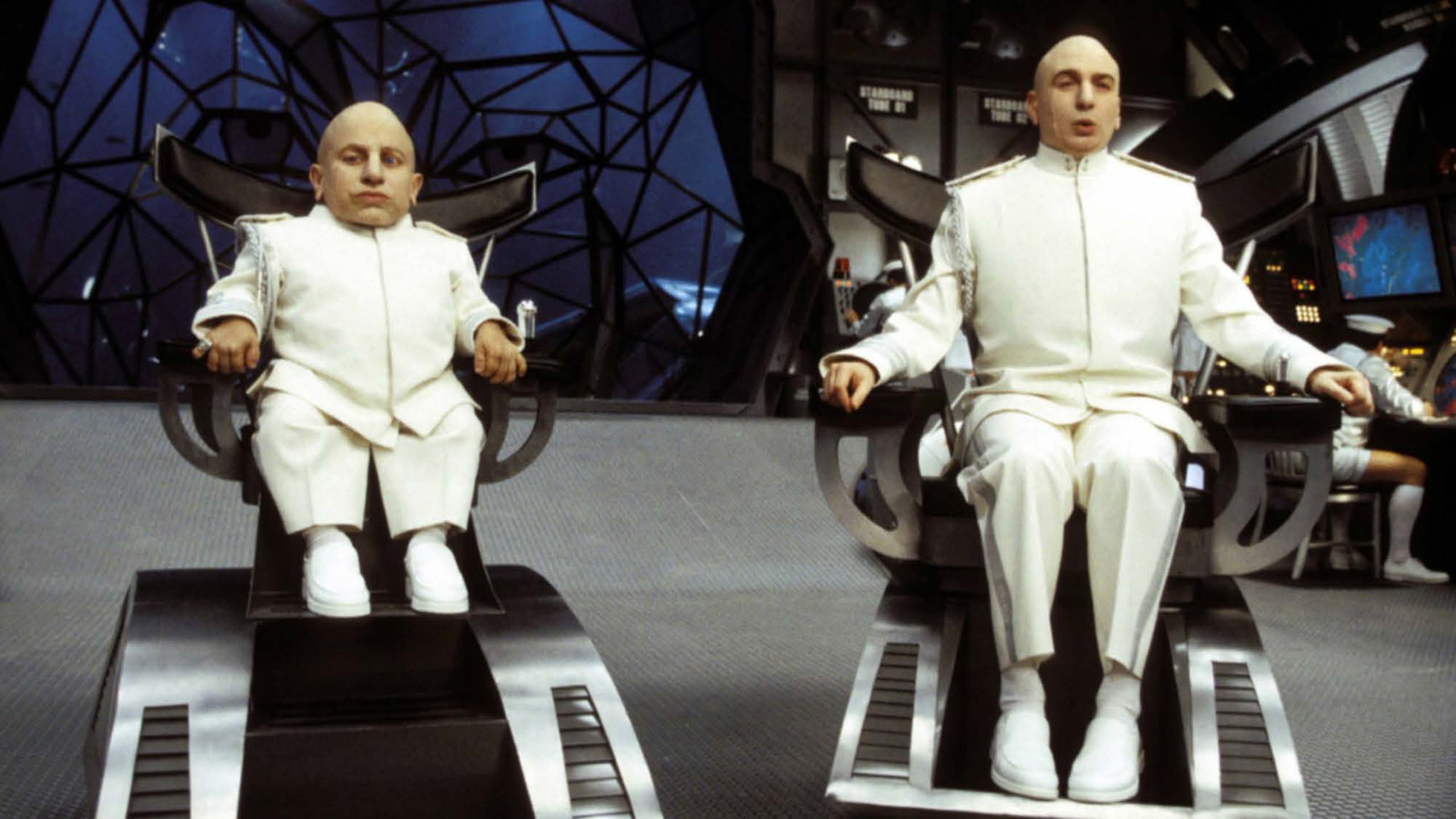




houston,
we have
a problem.

















LET'S DO IT

VIELEN DANK