

**NEW**

**WORK**

**SESSIONS**

**Parameter erfolgreicher  
Transformation**

**NEW**

**WORK**

**SESSIONS**

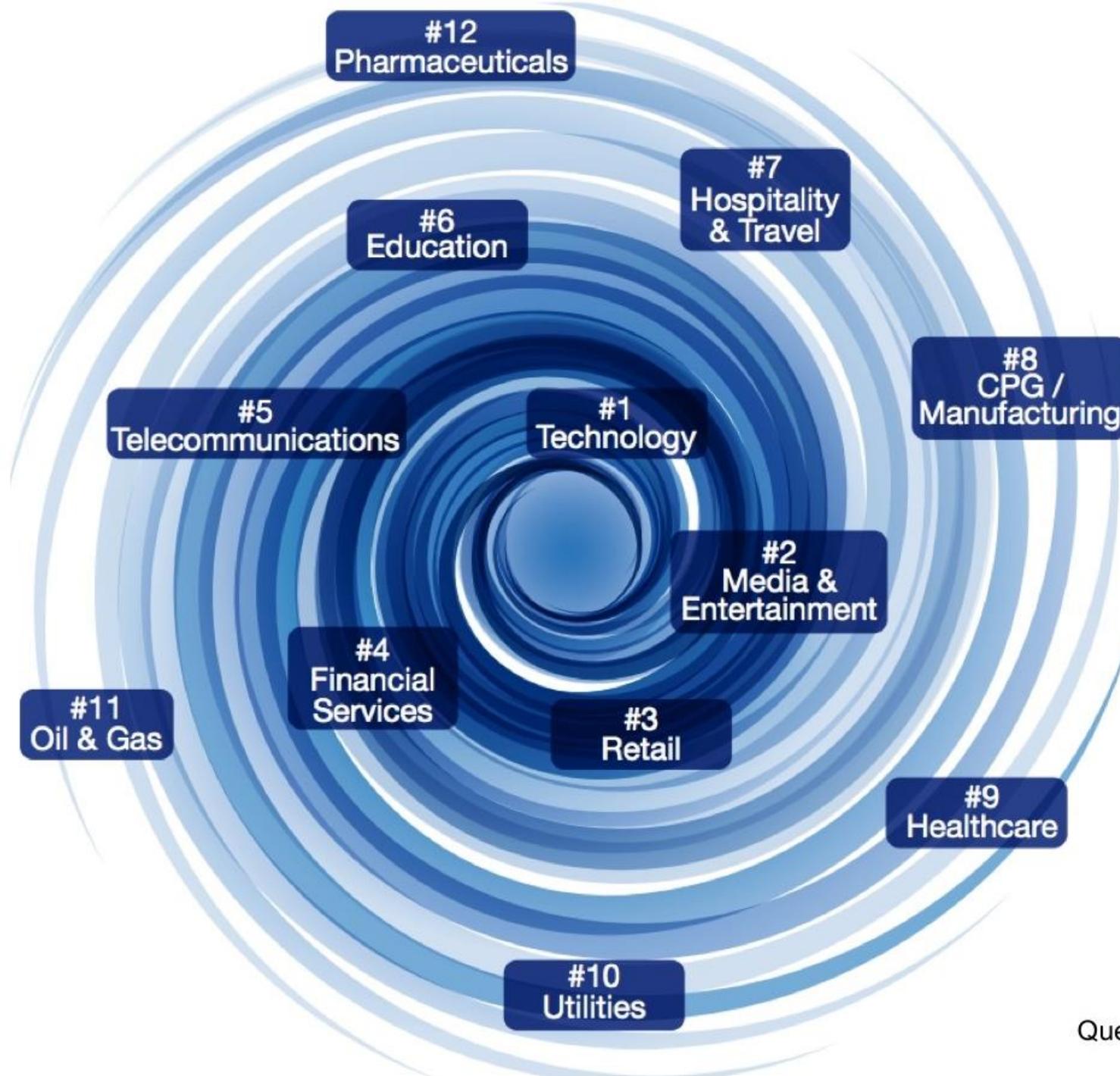
**HERZLICH**

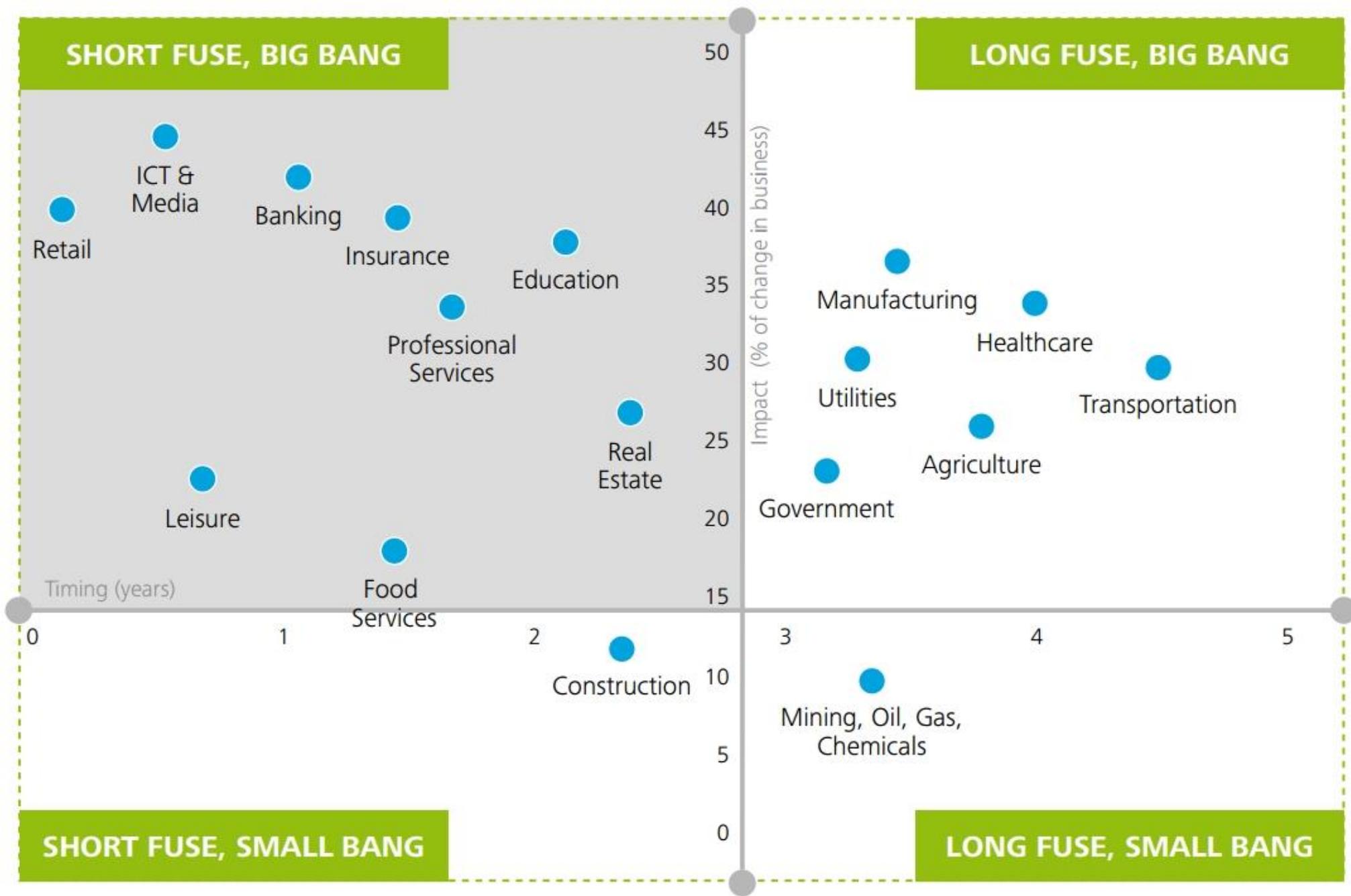
**WILLKOMMEN!**

Begrüßung:

Johannes F. Woll, Social Event GmbH

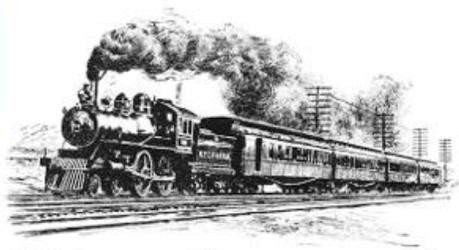
Wolfram Sauer, XING AG





\*Based on analysis by Heads! and Deloitte Digital

1800



“Rail travel at high speed is not possible, because passengers, unable to breathe, would die of asphyxia.”

Dr. Dionysys Larder, Professor of Natural Philosophy & Astronomy, University College London

1876



“This telephone has too many shortcomings to be seriously considered as a means of communication.”

Western Union internal memo

1880



“Everyone acquainted with the subject will recognize it as a conspicuous failure.”  
Henry Morton, president of the Stevens Institute of Technology, on Edison’s light bulb

1903



“The horse is here to stay, but the automobile is only a novelty, a fad.”

The president of the Michigan Savings Bank, advising Henry Ford’s lawyer not to invest in the Ford Motor Company

1946



“Television won’t last because people will soon get tired of staring at a plywood box every night.”

Darryl Zanuck, movie producer, 20th Century Fox

1977

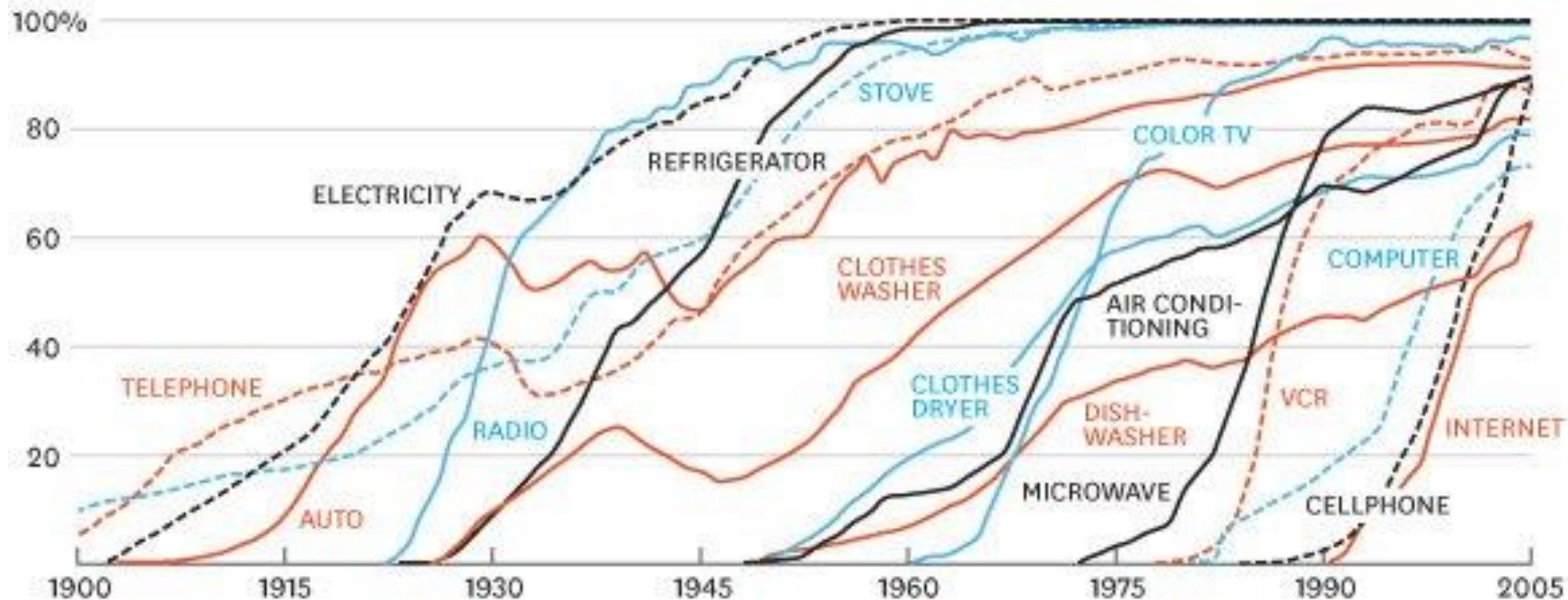


“There is no reason for any individual to have a computer in his home.”

Ken Olson, president, chairman and founder of Digital Equipment Corporation

## CONSUMPTION SPREADS FASTER TODAY

PERCENT OF U.S. HOUSEHOLDS



SOURCE MICHAEL FELTON, THE NEW YORK TIMES

HBR.ORG

# NEW WORK SESSIONS



Erfolg hat Folgen.  
Doch Wachstum ist kein Garant  
für Erfolg.  
Nur Veränderungsbereitschaft.



(Götz Werner, Gründer dm)



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# SESSIONS AGENDA

- Ralf Greis: Bauer, Läufer oder König? New Leadership zwischen Verantwortung und Glaubwürdigkeit
- Michael O. Schmutzer: Digital wird analog. The Spirit of New Work
- Thomas Sattelberger: Transformation – Wertelos wertlos?
- Mario Pieper: Digitalisierst Du noch oder transformierst Du schon?

**Veranstalter**



**XING** 

**COMPUSAFE**

**DESIGN OFFICES**

THE BRAND LOCATION

**Gefördert durch**



Landeshauptstadt  
München  
**Referat für Arbeit  
und Wirtschaft**

**#newworksession**

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**SESSIONS**

**NÄCHSTE TERMINE**

- 17. März: Thomas Sattelberger @ Literaturhaus
- 26. April: XING Backstage @ HEART
- 11.-20. Mai: Münchner Webwoche
- 15. Mai: XING Rotating Dinner @ GOP
- 25.-28. Mai: ArtMUC @ Praterinsel (inkl. MagicCity)