

**PLM**PREMIUM LEADERS
MANAGEMENT

CHRISTOPH KEESE

ECONOMY, DIGITALISATION, MANAGEMENT

Christoph Keese is one of Germany's best-known pioneers of digital change, an ardent innovator, founder of multiple businesses and a business angel, a sought-after speaker and author of bestsellers on digitisation and economic policy. He has lived in Silicon Valley several times, following in the footsteps of Steve Jobs and Jeff Bezos and on the lookout for new investment opportunities.

Above all, Christoph Keese is an avowed pragmatist. Knowledge should be expressed in deeds – that's when he feels good.

Christoph Keese is the Chief Executive Officer of hy – the Axel Springer Consulting Group, dedicated to helping business leaders turn their organisations into 21st century winners.

CHANGE **DIGITALISATION** **PR / MEDIA** **DISRUPTION** **LEADERSHIP** **RESILIENCE** **FUTURE**
HIDDEN CHAMPION **TRANSFORMATION** **INDUSTRY 4.0** **INNOVATION** **CONSULTING**

LECTURES

In his lectures, Christoph Keese highlights the challenges that must now be overcome in view of newly emerging technologies and platforms, disruptive innovations and altered business models. Building on his many years of experience, he explains what companies, politics and society need to do to catch up and make their transformation a success.

The main topics are tailored and adapted to the needs of the audience in question.

Topics and titles of past lectures:

- What happens during digital change and how can firms adapt to it as successfully as possible?
- Digital disruption: why every industry is affected by digitalisation and why unprepared companies are going under
- Digital disruption: how Amazon is changing your business
- Disrupt yourself: how to beat your attackers with their own weapons
- Never miss a good crisis: crises as an investment opportunity for digital growth

SEMINARS / COACHING

As an expert on a wide range of topics such as journalism, PR and corporate communications; economic policy and digital transformation; disruption and innovation as well as corporate governance and crisis management, Christoph Keese also shares his experience in select CEO or peer coaching formats.

In an atmosphere of absolute trust, he helps managers to make their companies the winners of the 21st century.

Together, you will analyse your company and consider it as part of a larger ecosystem. This way, you create a mutual understanding of tomorrow's challenges, identify fields of action and approaches to solutions, reposition yourself and navigate your company to strategic growth opportunities – in keeping with the maxim „The best way to predict the future is to invent it.“

(Theodore Hook)

INFORMATION

Fees: on request**Travel expenses from/to place** Berlin (D)**Languages:**

- Individual content customisation possible
- Handout/further documents

FORMATS

- | | |
|---|--|
| <input checked="" type="checkbox"/> Lecture | <input checked="" type="checkbox"/> Moderation |
| <input checked="" type="checkbox"/> Interview | <input checked="" type="checkbox"/> (One-to-one)Coaching |
| <input checked="" type="checkbox"/> Seminar | <input checked="" type="checkbox"/> Online/Web based |
| <input checked="" type="checkbox"/> Consulting | |
| <input checked="" type="checkbox"/> Talk/discussion | |
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COUNSELLING/CONSULTANCY

With a rapidly growing team, hy – the Axel Springer Consulting Group supports entrepreneurs and their companies in taking advantage of the opportunities digitalisation offers. Since it was founded in 2017, hy has already carried out more than 160 projects with more than 80 clients from a wide range of industries. As a consultancy, hy works on an ecosystem-based, data-driven, cross-industry, implementation-agnostic and entrepreneurial approach, which sets it apart from other consultancies. Most hy employees are founders themselves or have established digital units or innovation hubs in companies. They thus understand the needs and speak the language of companies, corporations and investors as well as that of innovators. With proprietary technology and a large network, hy supports companies in making the best use of their ecosystem and expanding it strategically.

The services offered provide corporate decision-makers with systematic answers to the most pressing questions regarding the future:

- How can I identify the most promising growth opportunities?
- How can I implement new business ideas successfully?
- How can I press ahead with sustainable investment activities in my company?
- How can I make my team able to handle the tasks of tomorrow?

SPECIAL TOPICS

For some time now, Christoph Keese has been engaged professionally and privately with the phenomenon of narratives, i.e. those meaningful stories that can awaken unbelievable forces in literature, film, society and politics and make them clearly tangible. He always wonders why companies seldom make systematic use of narratives as an instrument of communication.

He illustrates this with equally catchy and impressive examples and helps companies find answers to the following questions:

How do you write a narrative that makes sense? How can narratives help change the behaviour of millions of people in a positive way in a short time? What do human myths, fairy tales and corporate narratives have in common?

In joint discussions, he will show you which technique you can use to find a suitable narrative for your own organisation. In repetitious workshops, he will work with you to develop an effective, coherent, truthful and character-forming narrative that quickly and clearly shows where your company comes from, where it stands and where it wants to go. This awakens your strengths, creates meaning, stimulates cohesion, inspires pride, strengthens your resistance, fires your willingness to change, emboldens you, overcomes your fears, conquers your inertia and sparks innovation.

FACTS, FIGURES AND DATA

Since the invention of the World Wide Web, Christoph Keese has dealt intensively with the digital economy as part of his professional life. As a journalist and editor-in-chief, he has successfully led the Berliner Zeitung, Financial Times Deutschland and the WELT Group into the digital age. As a manager, he contributed significantly to the digital transformation of Axel Springer SE. Today, the media and technology company generates 87% of its operating profits with digital business models.

Christoph Keese hosts the weekly hy podcast, which has developed into one of the leading podcasts in the field of digitalisation, transformation and social change.

Steve Jobs, Jeff Bezos and all founders who are passionate about building a new business and changing the world inspire him as much as the places where they work: Silicon Valley, New York, Berlin and Tel Aviv.

REFERENCES

Awards

- Editor-in-Chief of the year 2004 (Medium Magazin)
- Shortlisted for the German Business Book Prize 2014
- Silicon Valley: 5 editions, 9 months on the bestseller list

Selected references

Bosch, Lufthansa, Deutsche Bank, E.ON, Microsoft, O2, ING-Diba, Klöckner, Association of German Engineers, Association of German Banks, Federation of German Industries, Confederation of German Employers' Associations, World Economic Forum in Davos

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MEDIA

