



# MARKUS PETZL

## FUTURE, MANAGEMENT, DIGITALIZATION

Markus Petzl is a pretty cheeky guy. He says: Front is always there where nobody knows his way around yet. In front is Silicon Valley, Tel Aviv or Shenzhen. In the back, there is Europe. That is so. But it does not have to be like that. That's why Markus is considered the most disruptive of all the speakers. Because he refreshingly combines cheekiness with competence and disruption with strategy. As founder of the strategy consultancy „disruptive - beyond your strategy“ he supports companies in new exponential times. As a start-up co-founder he is currently disrupting the European energy market. He finds both of them really cool. And never easy. Because corporate and disruption do not speak the same language. Markus shows you how it works anyway. As one of the most wanted consultants for disruptive change in the German speaking countries.

LEADERSHIP

CHANGE

INNOVATION

DISRUPTION

TRANSFORMATION

INTERNET

RESILIENCE

STARTUP CULTURE

ECONOMY

CREATIVITY

CONSULTING

## LECTURES

### The digitization code - decode, understand & apply

- How a start-up would replace my business model
- How to rethink and revolutionize your business model before others do
- How to establish and anchor a culture of innovation
- How to conquer new markets that were previously completely unthinkable

### How a start-up would replace my business model

- How to rethink and revolutionize your business model before others do
- How to establish and anchor a culture of innovation
- How to conquer new markets that were previously completely unthinkable

### Disruptive crisis - or how to make the crisis your disruptive opportunity

- How to use disruptive approaches especially in times of crisis
- How Disruption regulates the markets according to COVID
- How you can become a pioneer in your market, especially during the crisis

## SEMINARS / COACHING

### The digitization code (workshop or seminar)

- Behind every disruptive attacker is a very specific code.
- Once decoded, you too can program your company to become a digital starter.
- Decrypt, understand & apply the code tailor-made for your company.

### The 7 secret rules of digitalization (Workshop or Seminar)

- How to use the 7 secret rules for your company to conquer new markets.
- Learn how to use disruptive approaches from Silicon Valley for your company.
- Become a pioneer in your market with a Moonshot strategy.

### Disruptive crisis (Workshop or Seminar)

- This is how you turn the crisis into your disruptive opportunity.
- Learn how the disruption regulates the markets according to COVID.
- Recognize how you can become a pioneer in your market just by the crisis.

## INFORMATION

**Fees:** on request

**Travel expenses from/to place:** Wien (AT) und Berlin (D)

**Languages:**  

- Individual content customisation possible
- Handout/further documents

## FORMATS

- |   |  |
|---|--|
| <input checked="" type="checkbox"/> Lecture         | <input 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 |  |



## CONSULTING

### Corporate disruption

- We bring disruptive change to your company. We promise.
- Together we develop your entire disruption process. Hand on it.
- And we'll accompany you from the audit to your transforming purpose and the implementation of your disruptive roadmap. Yeahhh!!!

### Digitalization strategies

- Are you currently busy digitizing your existing processes? Nice.
- We will work with you to develop a real digitization strategy. Not easy.
- And we make it a change topic in your company. Ready? Steady? Go!

## SPECIAL TOPICS

on request

## NUMBERS, DATES, FACTS

- Over 20 years of experience in Change & Strategy in large and medium-sized companies
- Over 12 years of own business in the best sense
- Markus is StartUp-CoFounder in the energy sector and knows first hand what he is talking about and why he is consulting
- Markus and his team is flexible based in Berlin & Vienna
- He is Top 100 Keynote-Speaker in the German speaking area
- And he grooved, relaxed and researched a part of the year in Tel Aviv and San Francisco

## REFERENCES

Markus' clients include leading companies and entrepreneurs (from innovative medium-sized businesses to DAX corporations) in the German-speaking world. Markus advises and challenges as a highly demanded expert on board level and accompanies disruptive - beyond your strategy courageous teams and companies in their disruptive digital change.

### Previous consulting projects & keynotes among others for:

Deutsche Bank, IAV // Volkswagen, PERI, Sanofi Aventis, VMWare, Santander, Wiener Krankenanstaltenverbund, ING, Raiffeisen Banks, Johanniter Germany, Vinzenz Group, Schur Flexibles Group, Mediaprint, die elisabtehinen, Regionalmedien Austria, Rewe, Der Standard, Handelsverband Österreich, Singapore Design Week, 15 Seconds Festival, 4Game Changer Festival, American Genetics, Sparkassenverband Bayern

## CONTACT: PREMIUM LEADERS MANAGEMENT



### Alexander Schungl, CEO & Founder

Premium Leaders Management  
by Premium Leaders Club  
Mobile: +49 (0)179 45 16 375  
management@premium-leaders.club

## MEDIA

