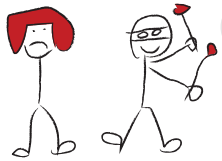
We create great ideas that sometimes others take the credit for

ATTENTION ASSHOLE!

8th commandment

“thou shalt not steal or copy”



God is watching

You thieving degenerate

COPYRIGHTED MATERIAL

INTRODUCTION



Chapter One

Preface

Welcome to the most disruptive period in human history. The next 20 years will bring more changes than the previous 300 years.

We live in a radically changing world, called the 4th Industrial Revolution, which fundamentally alters every aspect of our human experience, from our lives, work, business to the economy, the environment, and social interactions at a global level.

In its scale, scope, and complexity, the transformation will modify everything that we know beyond recognition across industries and borders, unlike anything humankind has experienced before.

Yet it remains poorly understood, and most do not know how we should respond.

This book holds the promise to have a deep impact on your life, your work, and your organization.

It is written for YOU, as a practical guide to help you

See the big picture
Focus on what matters
Make **smarter** decisions

It will help you get started from where you stand, exploit what's available to you, and take action to meet the biggest challenges of our times.

That, my friends, is why this book exists.

The structure of the book is focused around YOU. To build a good understanding of what the changes are, how you can respond and benefit from it.

Latest insight on Industry 4.0

The book is written as a practical guide on what Industry 4.0 is, what this means for YOU, and how YOU as a leader, manager, expert, entrepreneur, or investor capitalize and put it into practice.

Great shifts that slip our attention

Today, the news cycle is filled with doomsday prophecies that paint a dark and hopeless future. The authors are eternal optimists and believe in humanity's ability to adopt to change and collaborate for a better future. For this reason, we dedicated chapter 4 on our great human accomplishment of the past 100 years to shine light on what we as humans can handle of the challenges ahead.

Handbook on strategy execution

You hold a complete handbook on strategy, part of an Executive MBA program. Designed as a guided step-by-step from a strategic position, strategic choices to strategy execution.

Designed for doers

In the words of Herman Hesse: "Theory is knowledge that does not work. Practice is when everything works and you do not know why." If you are a practical person, this book is designed for you with all the latest management practices, techniques, visual memory effects, and reusable templates that enable immediate hands-on use.

You will learn how to systematically guide and approach how to manage the present and create the future.

Checklist of what you can get out of this book

- [x] Get fresh insight on the 4th Industrial Revolution from the originator.
- [ ] Learn how to spot trends and exploit disruption.
- [ ] Understand the how, where, and when to adopt to changes or disrupt.
- [ ] Uncover what strategy is and how to apply it.
- [ ] Become a strategy hero!
- [ ] Build a new business!!
- [ ] Exploit how to strategy in a step-by-step guide.
- [ ] Benefit from the latest management disciplines.
- [ ] Learn how to manage the present operations while creating the future.
- [ ] Profit from change.
- [ ] Evolve into game changers in your field.
- [ ] Find new ways to make a living.
- [ ]
- [ ]
- [ ]



Some people are worth melting for.

Authors



Henrik von Scheel

The Godfather

Best known as the originator of the "4th Industrial Revolution" and the Global Digital themes of today.

Named the "leading authority on strategy" and recognized as "the most influential management thinker of our times."

His work has shaped the performance of the fastest-growing companies and is applied to 24 national economies.

A sought-after speaker, iconic futurist, and advisor, he has evolved the mainstream thinking and practices on the toughest and most important issues in business today.

Honored with the Knowledge Award viz. the Nobel laureates of knowledge sharing in 2019.

He is a Professor at the Arthur Lok Jack Global School of Business.

Henrik does not work for ₿$€ – he is compensated by his self-realization.



Ciprian Popa

Man of Magic

If you meet Ciprian, you enter a world of magic. He radiates positive energy and manifests endless impossibilities.

He is one of the most influential blockchain personalities in supply chain and a pioneer in financial engineering.

His thought is action in rehearsal that solves complex problems with a unique ability to create new insights to better meet demand.

His sweet spot is applying technology to digitalize assets.

Ciprian specializes in visual strategy positioning and strategic decision-making.

Ciprian delivers! A driven people person who is realistic about his own capabilities and insightful about others.



Joshua von Scheel

The Pilot

A creative problem solver who is obsessed with simplifying the complexity of strategy execution through visual thinking, business logic, and design.

Joshua designed the book based on his experience as a Business Architect and his natural gift to think strategically.

His trademark is strategic thinking - his unique ability is to rethink outdated business practices and evolve the mainstream practices of today.

Joshua has a natural talent for strategy + execution and asks the right questions.

He is a passionate commercial pilot and describes flying as “learning how to throw yourself at the ground and miss.”

ALWAYS BE YOURSELF



UNLESS YOU CAN BE A
CHIEF STRATEGY OFFICER

Co-authors



John A. Zachman

Father of Business Architecture

John is the *inventor* of our modern Enterprise Architecture thinking of today.

He is the author of the famous Zachman Framework, which is a global Enterprise Architecture standard for integrative framework, an ontology for descriptive representations for Enterprises.

John is known for his ability to enable executives to link strategy with operational execution.



Dr. Douglas van den Berghe

The Problem Solver

One of the world's most influential and iconoclastic business thinkers on foreign direct investment and special economic zone. His official nickname is "FDI Guru."

He asserts that economic development models must continually reinvent themselves, and not just in times of crisis. He has worked with leading governments, companies, and investors across the globe, and is a dynamic and sought-after advisor and speaker.



Jamal Bin Huwaireb

The Historian

Jamal is the cultural advisor to the Government of Dubai and the CEO of Mohammed Bin Rashid Al Maktoum Foundation, and serves as a Board member of the UNESCO Institute for Lifelong Learning.

He is a passionate historian and prolific writer of Nabataean poetry, and has documented the cultural and creative movement of the Emirate of Dubai, the rest of Emirates of the country, and the Persian Gulf region. He has documented Arab and Islamic heritage, presented in the TV show "Al Rawi" during the month of Ramadan for more than 8 years.



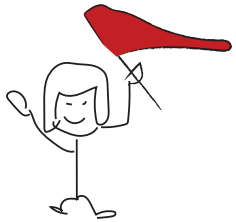
Gabriel von Scheel

The Creative Brain

A big-scale thinker who loves the details just as much. Recognized for his business logic and design thinking that simplifies complexity and problem solving through visual thinking.

Gabriel is the creative designer that has triggered most of the concepts in the book.

Through his mix of unique visual, analytical strategic skills, and attention to detail, he is a rising star in the making and ONE TO WATCH.



Chandana Wagal Pai

The Powerhouse

There is no other way to describe Chandana than a *Powerhouse*, and a maestro Business Developer.

Chandana is a compelling storyteller who can captivate leaders with her passion, clarity of thought, and intelligence.

She puts people first and sees potential in every individual, which makes her a natural "Skill Builder." She is a pro at finding and harnessing opportunities for business growth.

Chandana makes a difference. She is a big thinker who loves the details.



Gert Jansson

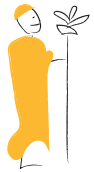
The Bohemian Guru

Award-winning entrepreneur and innovator with deep experience helping businesses transform.

A trendsetter with big, bold ideas. Best known as the "Bee-Man" who masters the art of creating innovative solutions for a sustainable economy.

Gert is a smart worker, and an extremely social and networking junkie.

Driven by an elemental force spiced with an extreme curiosity, to learn to fail is to learn to grow.



Yige Dai

Master of Mindfulness

A big picture translator into operational execution.

Yige is known for his ability to help you change the way you look at things so that things you look at change.

He made a career as Chief Strategy Officer; he is responsible for driving Qbank's growth strategy through acquisitions, strategic partnerships, investments, co-development, and innovation.

Yige has previous experience in managing more than $5 billion venture capital investment portfolio with a focus on fostering innovation and leading market transitions.



Phil McCleenon

The Doer

Known for his ability to advise executives on how to tackle *their blind spots*.

He made a career of supporting business leaders on how to tackle the "change gap" by discovering the why, defining the what, and delivering the how.

Renowned for his ability to solve complex problems through his visual thinking in workshops and hands-on projects.

Acknowledgment of Contributors

No book of this kind can be written without help. Let us take a moment to give credit and appreciation to the many people who made this possible with their contributions as critics, sparring partners, colleagues, influencers, clients, or a dedicated Industry 4.0 and digitalization community of practitioners. Thank you!

Nobody really sees, how many times we have tried and failed until we got the right balance. This book is a kudos to you. Special recognition goes to you. . .

Those Who Believe

Confidants and friends who have inspired, scrutinized, given input, or contributed.

Those Who Invest

Visionary Financiers, financial moguls, and HNIW, who adopt to design and capitalize on the future.

Those Who Influence

Marketers who nudge our opponents on what we think and consume.

Those Who Engage

Maverick Experts who applied the concepts in real life. The heroes who push the frontline; the *backbone of* Industry 4.0 and digitalization practitioners with an indefatigable commitment to shaping a bright global future, one project at a time.

Those Who Dare

Thought leaders, colleagues, and authorities who research, examine, dialogue, and influence the latest practices with us.

Those Who Inspire

The Philanthropist who seeks to promote the welfare of others.

Those Who Lead

The Pioneers and Leaders of the world who influenced our lives. They have implemented and shared the lessons learned in the latest management practices on the biggest challenges of our times.

Those Who Rise

The Rising Stars in the making, that are poised to influence our future. They are the ones to watch and invest in.

#THOSE WHO BELIEVE

Benjamin Lee
Camelia Popa
Christian (Hitsch) Bolt
Danielle Jensen Rusch
Didier Schluchter
Eric Bushman
Gabriel von Scheel
Guido Uchtdorf
Hanne Foss Nørrung
Helena Mølgaard
James Mangan
Jesper & Mette Paulsen

#THOSE WHO DARE

Prof. Abderrahmane Leshob
Prof. Adams Coates
Assoc. Prof. Akram Awad
Prof. Alain Aspect
Allan N. Gjerding
Prof. Allen Stretton
Prof. Amy C. Edmondson
Prof. Arastou Khatibi
Prof. Ardavan Amini
Prof. August Wilhelm Scheer
Prof. Bent Grev
Bent Raymond Jørgensen
Geoffrey Hinton
Geoffrey Sparks
Prof. Georg Sørensen
Prof. Gerald C. Kane
Gerd Leonhard
Prof. Guoli Chen
Prof. Hajo Reijers
Hal Gregersen
Prof. Dr. Harald Welzer
Prof. Dr. Hasso Plattner
Prof. Dr. Henning Kagermann
Jamal Bin Huwsire
Prof. Philipp Schröder
Prof. Pinar Ozcan
Ram Charan
Dr. Ray Kurzweil
Prof. Richard D. Aveni
Prof. Dr. Richard David Precht
Prof. Rich Hilliard
Dr. Richard McCarthy
Dr. Richard Soley
Prof. Richard Whittington
Prof. Rita McGrath
Prof. Robert Kaplan

The future belongs to those who can IMAGINE IT, DESIGN IT, and EXECUTE IT.

H.H. Sheikh Mohammed bin Rashid Al Maktoum

Justin Tomlinson
Lisa Emelie von Scheel
Maik and Lars Cziesla
Marco de Savigny
Marianne Fonseca
Paul Peterson
Ro Gerta von Rosing
Sebastian Stenholm Paulsen
Shanaya Fischer
Stein Hugo Hansen
Bernard Marr
Prof. Björn-Ola Linnér
Prof. Brian Scassellati
Chan Kim & Renée Mauborgne
Dr. Carl Diver
Prof. Chris Starr
C. K. Prahalad
Prof. Clayton Christensen
Dr. Con Kenney
Prof. Daniel T. Jones
Prof. David Coloma
Prof. David P. Norton
Prof Didier Bonnet
Prof. Dirk Draheim
Prof. Erik Proper
Prof. Frank Gertsen
Prof. Fei-Fei Li
Gary Hamel
Prof. Jan Emmanuel De Neve
Prof. Jan vom Brocke
Prof. Johan Vernaillen
Prof. John McAfee
Johan Goossens
Prof. Jürgen Jung
Prof. Laurence Capron
Prof. Karel Cool
Prof. Manfred Reichert
Prof Marlon Dumas
Marshall Goldsmith
Prof. Michael E. Porter
Prof. Michael von Kutzschenbach
Dr. Michio Kaku
Prof. Dr. Monika Möhring
Prof. Niels Egelund
Prof. Pankaj Ghemawat
Prof. Paul M. W. Hackett
Prof. Salman AlQahtani
Prof. Samir EL-MASRI
Dr. Selin N. Şenocak
Sheila A. Cane
Prof. Per Kongshøj Madsen
Dr. Stefanie Auge-Dickhut
Steve Durbin
Prof. Steve Giggs
Prof. Thomas Rønde
Prof. Tom Lawrence
Tom Peters
Prof. Ulf Seigerroth
Prof. Venkat Ramaswamy
Vijay Govindarajan
Vitalik Buterin
Prof. Yvonne Dittrich
Prof. Zakaria Maamar
Prof. Zohar Ben-Ashe

#THOSE WHO INVEST

Abigail Johnson
Alain Wertheimer
Alexey Mordashov
Alessandro Chiesa
Alfred Gantner
Anatoly Yakovenko
Arnaud Barray
Alice Walton
Aliko Dangote
Alisher Usmanov
Amancio Ortega
Andrew Forrest
Gautam Adani
Gerard Wertheimer
German Larrea
Gina Rinehart
Giovanni Ferrero
Guillaume Pousaz
Harold Hamm
He Xiangjian
Henry Cheng
Huang Shilin
Iris Fontbona
Jack Ma
Laurene Powell Jobs
Lee Shau Kee
Len Blavatnik
Leonard Lauder
Leonardo Del Vecchio
Leonid Mikhelson
Lloyd Blankfein
Li Ka-shing
Lukas Walton
Ma Huateng
MacKenzie Scott
Mark Zuckerberg
Stephen Schwarzman
Steve Ballmer
Susanne Klatten
Tadashi Yanai
Takemitsu Takizaki
Thomas Frist
Thomas Peterffy
Vladimir Lisin
Vladimir Potanin
Wang Chuan-Fu
Wang Wenyin
Warren Buffett

Those who are unwilling to invest in the future haven't earned one.

Harold Lewis

Andrey Melnichenko
Azim Premji
Bernard Arnault
Bill Gates
Budi Hartono
Carl Icahn
Carlos Slim
Changpeng Zhao
Charles Koch
Dan Gilbert
Dieter Schwarz
Donald Bren
Elaine Marshall
Eric Schmidt
Ernesto Bertarelli
Francois Pinault
Francoise Bettencourt Meyers
Jacqueline Badger Mars
James Dyson
James Simons
Jeff Bezos
Jensen Huang
Jiang Rensheng
Jim Walton
John Mars
John Menard
Jorge Paulo Lemann
Julia Flesher Koch
Ken Griffin
Klaus-Michael
Kuehne Lakshmi Mittal
Larry Ellison
Larry Page
Laurence Fink
Michael Bloomberg
Michael Dell
Michael Hartono
Miriam Adelson
Mohammed bin Rashid Al Maktoum
Mukesh Ambani Pallonji
Mistry Pang
Kang Peter Woo
Ray Dalio
Radhakishan Damani
Rob Walton
Robert Kuok
Sergey Brin
Shiv Nadar
Shai Agassi
Stefan Quandt
William Ding
Yang Huiyan
Zeng Yuqun
Zhang Yiming
Zhong Shanshan

#THOSE WHO INFLUENCE

Alessandra Bellini
Alex Aiken
Alex Schultz
Alessandra Bellini
Aline Santos
Angela Zepeda
Ann Lewnes
Amy Fuller
Arjan Dijk
Benjamin Braun
Brie Carere
Britta Seeger
Marc Pritchard
Marisa Thalber
Octavio Fernandez
Oliver Stoldt
Raja Rajamannar
Rachel Ferdinando
Russell Wager
Ryan Selkis
Sara Bennison
Sally Susman
Sarah Franklin
Stephanie McMahon

#THOSE WHO RISE

Abdullah Salah
Ahmet C. Bozer
Brigadier General Ethud Schneerson
David J. O'Reilly
Flemming Elbæk Mortensen
Hans Vestberg
Imtiaz Murshed
Jan Plovsing
Jo-Ann Boodoosingh
Johan Dennelind
Jørgen Buhl Rasmussen
Jørgen Vig Knudstorp

#THOSE WHO INSPIRE

Cornelia Gantner
Dan Ariely
Didier Schluchter
Dr. Joe Dispenza
Esther Perel
Malcolm Gladwell
Marianne Fonseca von Scheel
Melinda Gates
Gregory Mihalcheon
Peter Diamandis

People don't buy what you do; they buy why you do it.

Simon Sinek

Bozoma Saint John
Carla Hassan
Charlotte De Brabandt
Chris Capossela
Christian R Andersen
Conny Braams
Colin Murphy
Dara Treseder
Sir David Attenborough
Deborah Wahl
Detlev von Platen
Diego Scotti
Enrico Galliera
Eric Lempel
Hildegard Wortmann
Janine Pelosi
Jens Thiemer
Jonathan Auerbach
Julia Goldin
Julia White
Lars Løkke Rasmussen
Leslie Berland
Lorenzo Bertelli
Lorraine Twohill
Lynne Biggar
Michael Bloomberg
Morgan Flatley
Nick Tran
Ukonwa Kuzi-Orizu Ojo
William White
Ralf Schneider
Rashid bin Mohammed bin Rashid Al Maktoum
Samuel Gantner
Satoshi Nakamoto
Silvia Thibodean
Tom Johnstone

Abigail Johnson
Adalberto Netto
Akio Toyoda
Al Monaco
Alan Jope
Albert Bourla
Alex Gorsky
Alexander Dreiling
Alexey Miller
Alfred F. Kelly Jr.
Amin H. Nasser
Anand Mahindra
Anders Opedal
Bob Iger
Bob van Dijk
Brian Chesky
Brian Cornell
Brian J. Porter
Bruce Flatt
Dr. C.C. Wei
Carlos A. Rodriguez
Carsten Dilling
Charles J. Meyers
Charles W. Scharf
Chee Mun Foong
Christian Klein
Dilma Rousseff
Doug McMillon
Douglas L. Peterson
Elon Musk
Emma Walmsley
Enrique Salem
Eric Emerson Schmidt
Ernest Scott Santi
Ernie Herrman
Eugene Kaspersky
Evan G. Greenberg
Fabrizio Freda
Faisal Omar al-Sakkaf
Hugo Ansker
Imran Khan
Imtiaz Murshed
Ivan Menezes
Jack Bowles
Jack Dorsey
Jack Ma
Jacob L. Gammelgaard
Jakob Stausholm
James M. Foote
James P. Gorman
James Quincey
Jamie Dimon
John Legere
John Seifert
John T. Stankey
Jørgen Mads Clausen
Jørgen Tang-Jensen
Jose Ignacio Sanchez Galan
Joseph Tucci
Julie Sweet
Karenann Terrell
Kay Sallee
Kelly S. King
Kenichiro Yoshida
Kenneth Frazier

Everything is possible. The impossible just takes longer.

Dan Brown

Andrew Cecere
Andy Jassy
Angela Merkel
Antonio Guterres
Arvind Krishna
Axel Dumas
Barack Obama
Belen Garijo
Ben van Beurden
Benjamin Netanyahu
Benoit Potier
Bernard Looney
Bernd Montag
Bill Clinton
Bill Gates
Bill McDermott
Billy Gifford
Bjorn Rosengren
Bob Chapek
Christian Nicholas Stadil
Christine Lagarde
Christopher J.Kempczinski
Chuck Robbins
Craig Menear
Cristiano Amon
Dan Schulman
Daniel O'Day
Daniel S. Glaser
Daniel Zhang Dara Khosrowshahi
Darius Adamczyk
Darren Woods
Darryl White
Dave Calhoun
David Cordani
David I. McKay
David M. Solomon
David S. Tayler
Francesco Milleri
Francesco Starace
Francois-Henri Pinault
Frank Bisignano
Frank Slootman
Gary E. Dickerson
Gary Nagle
Gary S. Guthart
Geoffrey S. Martha
Ginni Rometty
Gita Gopinath
Gregory J. Hayes
Guillaume Faury
H. Lawrence Culp Jr.
Hamid Moghadam
Hans Vestberg
Henrik Poulsen
Herbert Diess
Hossam Wazzan
Jane Fraser
Jay A. Brown
Jean-Claude Juncke
Jean-Laurent Bonnafe
Jean-Pascal Tricoire
Jeffrey C. Sprecher
Jeffrey Preston Bezos
Jensen Huang
Jerome Lambert
Jesper Kasi Nielsen
Jim Clifton
Jim Farley
Jim Taiclet
Jim Umpleby
Joaquim Silva e Luna
John C. May
John Chambers
John Donahoe
John G. Morikis
Kevin A. Lobo
Kevin Johnson
Khalifa bin Zayed Al-Nahyan
Kim Fournais
Kjeld Johannesen
Klaus Schwab
Klaus Vitt
Kosai Alabdulkarim
Kristin C. Peck
Krzysztof Skurzak
Larry Ellison
Larry Fink
Larry Page
Lars Fruergaard Jorgensen
Lars Rebien Sørensen
Leo Apotheker
Leonard Schleifer
Lindsey Rivera
Lloyd Blankfein

Lloyd Blankfein
Lotte Tange
Louie Ehrlich
Louwrence D. Erasmus
Luiz Inácio Lula da Silva
Lynn Good
Ma Huateng
Manmohan Singh
Marc Benioff
Mario Greco
Mark Hurd
Mark Zuckerberg
Martin Brudermuller
Ola Kallenius
Oliver Bate
Oliver Bussmann
Oliver Zipse
Pablo Isla
Pascal Soriot
Patrick Pouyanne
Paul Hudson
Paul Maritz
Paul Otellini
Paul Perreault
Peter Wennink
Peter Woudsma
Sanjiv Mehta
Sashidhar Jagdishan
Satya Nadella
Scott Charlton
Sergey Brin
Severin Schwan
Shantanu Narayen
Sheik Khalifa bin Zayed al-Nahyan
Sheikh Mohamed bin Zayed bin Sultan Al Nahyan
Shemara Wikramanayake
Sri Shivananda
Stephen A. Schwarzman
Stephen Gold
Tom Rutledge
Ulf Mark Schneider
Vasant Narasimham
Vincent Roche
Volker Rebhan
Waleed A. Al-Mogbel
Walid Farghal
Walter Craig Jelinek
Walter W Bettinger II

The best way to predict the future is to create it.

Abraham Lincoln

Marvin Ellison
Mary Barra
Masayoshi Son
Mats Rahmstrom
Matt Comyn
Michael Dell
Michael Wirth
Michel Doukeris
Michele Hunt
Mike Henry
Mike Roman
Mukesh Ambani
Narendra Modi
Nathan Fullington
Niall O'Connor
Nick Jeffery
Nicolas Hieronimus
Noel Paul Quinn
Noel R. Wallace
Pietro Beccari
Piyush Gupta
Rajesh Gopinathan
Ramon Laguarta
Randy Mott
Reed Hastings
Richard Edelman
Robert A. Bradway
Robert M. Davis
Roksana Ciurysek
Roland Busch
Ron Moskovitz
Ryan Lance
Safra Catz
Salil Parekh
Samuel N. Hazen
Samuel Palmisano
Sandeep Bakhshi
Sanjay Mehrotra
Stephen Squeri
Steve Ballmer
Steve Jobs
Sundar Pichai
Tan Hock Eng
Ted Sarandos
Terrence A. Duffy
Theresa May
Thomas Boosz
Thomas Buberl
Thomas Christian Olsen
Thomas H. McInnerney
Thomas Piketty
Thomas Polen Becton
Tim Cook
Timotheus Hottges
Timothy Archer
Tobias Lutke
Tom Bartlett
Wang Jianlin
William Jefferson Clinton
William S. Demchak
Xi Jinping
Yousef A. Al-Wably
Yousef Al-Benyan
Yukio Hatoyama
Yurii Pyvovarov
Zach Nelson

#THOSE WHO ENGAGE

Aaron Bozeman
Aatif Umar Khalil
Abdallah Al Hadidi
Abdul Azeem Uqaili
Abdul Manan
Abdul Mateen Mahmood
Abdul Samie
Abdulla Al Ajmi
Abdulla Al Sumaiti
Abdullah Al Azemi
Abdullah Almajed
Abdullah Alsaleh
Abdullah Omar Al Midfa
Ahmad Al Eidan
Ahmad Al Jemaz
Dr. Ahmad Farag
Dr. Ahmed Dabbagh
Ahmed Diry
Ahmed Hafez
Aidan McCullen
Akini Cobbler
Aksel Bjørn Møller
Alaa Abdulaal
Alain Benichou
Alain Dehaz
Alain Donzeaud
Alexey Krasin
Alexey Smirnov
Alexis Ferraris
Alfonso Esteve
Dr. Alhussein Banuson
Ali Al-Ali
Ali Bakhsh
Ali Shehab
Ali Tauaha
Alice Chen
Alistair Davidson
Allan Tang
Allison Watson
Andrew Harvie
Andrew Matler
Andrew McGregor
Andrew McLean
Andrew Pfeiffer
Andrew Ross
Andrew Woodyatt
Andrew Yuhas
Andy McFarlane
Aneel Khan
Anette Falk Bøgebjerg
Angus Marshall
Anil Lutchman
Bastian Bach
Bavani Yunassogaram
Ben Stormer
Ben Watkins
Benny Boye Johansen
Berk Ozturk
Bernard Fernandes
Bertrand Blancheton
Bertus Zuijdgeest
Bettina Danielsen
Bharti Goyal Maan
Bidesh Dwarka
Bob Storms

It is not the best strategy that wins, but the best executed one that does.

Elon Musk

Abdulmajeed Alzahrani
Abdulrahman Al-Harbi
Abdulwahhab Alzaidan
Aboobakar Shahjahan
Acolla Lewis-Cameron
Ad Voogt
Adalberto Netto
Adam Monsterin
Adam R. Leggett
Addie Rooij
Adel Alfalasi
Adel Tawfiqi
Adelle Cachia
Adnan Munir Rajput
Adonis Zachariades
Adrian Wright
Aftab Ahmad
Agnete Rokkedal
Agnieszka Marszynska
Alan Trefler
Alastair Edwards
Albert Hirsch
Albert Mavashev
Aleksandra Markov
Alena Siuta
Alessandro Carone
Alex Taylor
Alexa Castlunger
Alexander Chechetkin
Alexander Chukhlantsev
Alexander Gaunares
Alexander Hemdorff
Alexander Kravets
Dr. Alexander v. Preen
Alexandru Petrescu
Alexei Anokhine
Alexei Chirokikh
Alya Alshamsi
Amadeus von Neuman
Amanda Nthati Chembezi
Amin Zoufonoun
Amine Tazi
Amirul Noor Azmi
Ana Maria Pesantes Salazar
Anat Weinstock
Anders Fransson
Anders Lydeen
Andre Attale
Andrea Bhagwandeen
Andréa Cozzi Machado
Andreas Andreopoulos
Andreas Kluehmichael
Andreas Perelman Glezer
Andrei Merkolov
Andres Penaloza
Andrew Dennis
Anita Joos
Anjanie Sammy
Anjanie Seenarine
Ann O'Connell
Anna Carlsson
Antje Amrhein
Anton Otto
Antonis Iliadis
Antony Dicks
Anvita Varshney
Aris Dimitriadis
Arnoud Roebers
Ashley Griffitts
Ashraff Ali
Atif Noor Khan
Aurelio Alarcón Celaya
Ayushya Mishra
Bappy Sharker
Basem Al Issa
Bogi Eliasen
Bonnie Urquhart
Braam Greeff
Brandy Pafford
Breen Coyne
Brent Coutain
Brent Stutz
Brian Copeland
Brian Ecker
Brian Harrison
Brian Riddell
Brian Roberts
Brian Solis
Brodey A. Dover
Bruce Porter
Bruce Sabatta
Bruno Bouchard
Caleb Zipperstein
Callie Smit

Caressa Naicker
Carlo Beaudoin
Caroline Harvey
Carsten Dilling
Catherine Long
Cay Clemmensen
Cecilie Eilskov Norrung
Cezanne Maherali
Charlie McGee
Charlotte de Brabandt
Chiara Palieri
Chris Belk
Chris Booker
Corne du Plooy
Costantino Fattore
Curt Wellington
Cynthia Mothelesi
Dakpa Gyeltshen
Dale Maxima
Damion Fusco
Dan Boudria
Dan Buckley
Dan McBride
Dan Moorcroft
Dan Omahony
Dan Smith
David Wynd
Davlin Thomas
Debbie Harner
Debbie Rogina
Declan F. Magee
Deepak Seshadri
Denys Bousquet
Derek Luk Pat
Derek Walsh
Dhanraj Singh
Dick de Kok
Dickson Hunja Muhita
Didi Horn
Ellen Richards
Elma Marks
Elon Musk
Emad Sultan
Enerelt Enkhbold
Enric Pijuan
Ephraim Kentse
Erez Vigodman
Eric Duffaut
Eric Le Breton
Eric Nakamoto
Éric P. Bélanger
Erik Bushman
Felix Hartmann
Fihliwe M.Sikhulile
Fiona Martin Nieves
Francesca Gualtieri
Francia Díaz Del Valle
Francis John
Francisco Medina Castro
Frank Flosbach
Frank Rørtvedt
Freek Stoffel
Gábor Györfi
Gaetan Japy
Gaitree Deodat

PLAN your execution, **EXECUTE** your plan.

Angela Dorothea Merkel

Chris Dufala
Chris Govender
Chris Hopkins
Chris Nokkentved
Christel Hendricks
Christian Enghave
Christian Joly
Christian Vasino
Christopher Swierczynsk
Ciprian Cioaza
Claas Hansen
Claudio Thiago de Avila Menezes
Claus Stenholm Paulsen
Clay Costa
Clay Rowland
Clemens Utschig-Utschig Clodoaldo Tomazelli
Cody Nelson
Conor Harty
Daniel Brambilla
Daniel Jones
Daniel Oriesek
Daniella Dimitrov
Danny Christ
Darin Michael
Darin Morris
Darren Allen
Darren McHugh
Darrielle Wattie
Darryl Rondganger
Daryl Roosebooom
David Maraj
David Causi
David Hill
David James
David Johnson
David Reilly
David V. Salazar
Dirk Kotze
Divyang Yadav
Doljinsuren Jambal
Don Sturdivant
Donald Austin
Duarte Goncalves
Duncan Saunders
Dung Nguyen
Dwayne Pierre
Ebrahim Molla
Eddie Andre Lie
Edison Alvares
Edmond Goon
Eduard Harbuzyuk
Edward J. Maddock
Ekkehard Ernst
Eldridge Bravo
Elizabeth O'Callaghan
Elizabeth Stuart
Erik Verbon
Erik Weber
Erika Zuza
Erin Montanemi
Erin Perry
Erwin Van Eyndhoven
Eva Bouškova
Eva Werther
Evangelos Pastras
Ewa Szymanska
Fabian Westmaas
Fadi Hamwi
Fahad Al Daihany
Faheem Mohammed
Faheem Rehman Usmani
Fakher-i-Alam Sahibzada
Farah Al Sayegh
Fareena Mazhar
Fatima Ledbar
Gary Dunlap
Gholamreza Ghanimi
Glen Fry
Greg Jones
Guilherme Machado
Gustavo Godinho
Hadeer Magdy
Harley Reiss Slaven
Hasan Abu El Rub
Hatem Azzam
Heather Taylor Strauss
Helge Nørrung
Helwig Larsen
Henk Kuil
Henning Isager Troelsen
Henrik Naundrup Vester
Herb Berger
Hind Alowais
Hisaka Kimura

#THOSE WHO ENGAGE

Howaida Nadim
Hugo Mello
Ian John
Ibrahim Al Musiateer
Igor Jiang
Intiaz Khairudin
Ionel Moise
Iqbal Baksh
Ivars Sauka
Jacco Kooij
Jack Benton
Jack Nolan
Jamie Dimon
Jochen B. Sutterer
Joe Compton
Joe Frodsham
Joel Jack
Johan Borkent
Johan Coetzee
Johan H. Benthin
Johanne D. LeBel
John Bertram
John Campagino
John Gaffney
John Golden
John Ravan
Karen Tobiassen
Karen Tom Yew
Karin Kousgaard
Karma Tenzin
Karsten Hede
Kassem Younes
Kathy Campbell
Kathy McCosh
Katia Bartels
Katie Evans
Katja Mühleman
Kausar Shabbir
Kees Haring
Kristina Lukacova
Krzysztof Skurzak
Kuldeep Kaushik
Lakhan Mohammed
Lal Dino
Lame Sharon Simon
Lance Boyer
Lani Scholtz
Lanny Tucker
Lars Berg
Lary Becessar
Laura Cuesta
Lawrence Dinga
Louise Pridham
Louwrence Erasmus
Luca Binazzi
Lucie Leipnik
Luke Fisher
Dr. M. Aman Ullah
M. Faisal Khokhar
Maarten Hofs
Maarten Ploemen
Madalein Young
Mahendra Singh
Mahmood Tufail
Mahmoud Adullah

Where your attention goes, your energy flows.

Dr. Joe Dispenza

Jane Feng
Jawaid Iqbal Karim
Jean Bérubé
Jeff Greer
Jeff Winter
Jem Pagán
Jennifer Martin
Jens Bjørn Andersen
Jens Theodor Nielsen
Jesper Lindhardt
Jhon Chacin
Jill Smart
Joachim Janert
Joan Ferrer Frigola
Joanne Griffin
Joanne Paul
Jobit George
Jocelyn Boyer
Jocelyne Rochefort
John W. Hart
John Yates
Johnny White
Joke van der Pol
Jonas Gudjonsson
Jonn Nolitt
Jonnro Erasmus
Jose Recinos
Joseph Seshabela
Joshua Derek
Joyce Westerdahl
Judith Hurwitz
Julie Harris
Julie Sweet
Jürgen Eberhardt
Kamil Reddy
Kanari Kurayim
Kandace Phillip
Karen Rohde
Kees van Tiggelen
Keld Viftrup Møller
Kemi Anthony
Kenneth A. Carraher
Kenneth D. Teske
Kenrick Attale
Kerry Whiteside
Kester Siewlal
Kevin Cornell
Khaled Al Qaoud
Kim Muller
Kim Scott
Kim Zelders
Kimberly Rahamut
Kirk Sookram
Kirsten Schmidt
Kishaun Jagdeo
Klaus Holse
Koray Yilmaz
LeAnne Spurrell
Legakwa Seema
Leo van Heijden
Leonardo Furtado
Lesang Dikgole
Leslie Bentley
Levi Dick
Lewis Cobb
Liam Curham
Likotsi Morienyane
Lillian Barnard
Lilly Sebake
Linda Dodd
Lise Chartrand
Lloyd Ashby
Lord Wei of Shoreditch
Lori Havlovitz
Lori L. Gildersleeve
Loriann Deschamps
Maite Rico
Maj Britt Andersen
Majid Almughaimedh
Malcolm Campbell
Malcom Nkalanga
Malik Muhammad Afaq
Manal Almadi
Mandar Mhaskar
Manfred Ender
Manie Mountany
Manon Boucier
Manuela Richter
Marc Weber Bång
Marcel Boulianne
Marcello Marcellini
Marcia Maja
Marco Tasoni
Mareen Mcdonald
Margarida Bento

Margit Kolb
Maria Christina Perez de la Sala
Maria Eugênia Trannin
Maria Hourani
Maria Johnson
Maria Koch
Marian Lamos
Mariano Browne
Marie Kissane
Marilia Oliveira Martins
Marinella Andaloro
Marius Hărătău
Marius Haratau
Max Tari
Maxim Arzumanyan
Maxim Stoudennikov
Mayank Pandya
Medhat Elmasry
Megan Schwab
Mehboob Ul Haq
Mehdi Hashemi
Mejbel Al Shammer
Mel Torrie
Meletia Hossanah
Melina Costa
Mfundisi Calvin Ncube
Mohamad A. Hossein
Mohamed Al Musharrak
Mohamed Rahayem
Mohammad Ali Khan
Dr. Mohammed Alenezi
Mohammed Khair Fallaha
Molapo Jonathan
Mona Itani
Monica Rancati
Monika Walker
Mooketsi Benndict Telete
Moritz von Stosch
Mshari Al-Onaizy
Neshon Frederick
Nesreen Abdelghafar
Nic Rose
Nicholas Chazapis
Nicholas Pearson
Nicholas Rodopoulos
Nick Ayton
Nick Szabo
Nicklaus A. Rhodes
Nicolas Celier
Nicolas Neysen
Norbert Hies
Nour Al Mutawa

Failure is not the opposite of success; it is part of success.

Arianna Huffington

Marius Snel
Mark Bednarski
Mark Boyd
Mark Diamond
Mark McClennon
Mark Roopnarine
Mark Singh
Mark Soden
Mark Stanford
Markus Bussen
Marlon Mason
Martin Oberholster
Martyn Anstey
Mary Meehan'
Mary Roberts
Maryse Jackman
Matt Shelley
Matthew Gardiner
Maurice de Feijter
Michael Blom
Michael D. Tisdel
Michael McDonald
Michael Melvill
Michael Nyman
Michael O'Kane
Michale Hilton
Michelle Darceuil
Michelle Trotman
Miguel Muñoz de Rivera González
Miguel Oliver Delma
Miguel Silveira
Mika K. S. Tienhaara
Mikael Munck
Mikael Stelander
Mike Tisdel
Mirza Ali-Mohammed
Mitha Vivek
Moayad Alshaar
Muhammad Asif Khan
Muhammad Azeem Iqbal
Muhammad Bilal Khokhar
Muhammad Khashih-ur-Rehman
Muhammad Mazhair
Dr. Muhammad Riaz
Muhammad Zakaria
Mukarram Jah Ansari
My Hanh Dinh
Nadira Lyder
Nagesh Tummapudi
Namale Shilla
Narisha Khan
Nasser Alhunmaid
Natalie Mansoor
Naval Ravikant
Dr. Naveen Aggarwal
Naveen Ragoonan
Nei Pontes
Nour Algabal
Ntsholetsang Ikgopoleng
Nurjemal Jalilova
Nyron Mohammed
Obakeng Kokwe
Octave Descours
Octavio Fernandez
Octavio Pitaluga Neto
Olav Hermes
Oliver Bäte
Oliver Wenzel
Olympios Vratimos
Otis Murray
Otto Heer
Pablo Flores
Paddy Trikilis
Palloma Diniz
Pankaj Ballal
Patrícia Antunes de Paula

Patricia Autayo
Patricia Hajali
Patrick Sweeney
Patrik Hallen
Paul Hunt
Paul Kurth
Paul Maxwell
Paul Okpurughre
Paula Salgado
Paulo Garcia
Penelope Bradshaw-Niles
Per-Allan Karlsson
Pernille Kofoed
Pini Kamari
Piyush Goel
PJ Moloney
Pramod Prabhu
Prashant Odhrani
Precious Piper-Derrick
Rafat Hamud
Rainer Bauer
Ralph Jean-Poix
Dr. Rami Shaheen
Ramon Freire Garcia
Randy Adkins
Ranjeeve Moonan
Rob Tollenaar
Robert Argyle
Robert E. Klein
Robert E. Renaud
Robert Hamilton
Robert Thacker
Roberta Robertson
Robin Grünbirchler
Rod Peacock
Rodney Mabuza
Rodney Payne
Roger Young
Rohit Coonjah
Samuel Felicio
Sanaa Habib
Sander van Pelt
Sandip S. Shimpi
Sara Bassi
Sara Bennison
Sarah Allen
Sarah Black-Smith
Sarah M. Lee
Scott Seymour
Sean Somair
Sean Strong
Simone Griffith
Simone Oostwijk
Sonam Lhamo
Sonia Ganpat
Stacy Thomas-Lewis
Stan Barter
Stanimir Ninovski
Stanton Gomes
Stefan Hessenbruch
Steffen Strzygowski
Stephen Barclay
Steve Stidhem
Steve Willoughby

Nature does not hurry, yet everything is accomplished.

Lao Tzu

Perry Gillis
Pete Grazaitis
Peter Gramskov
Peter Horwing
Peter McCord
Peter Robb
Peter Saeman
Peter Woodhull
Petros Michelakakis
Philip Morris
Philip Steenekamp
Philippe Thibault
Phillipp Gysler
Pierre Jacobs
Pierre Stander
Pieter Erasmus
Pieter Vanderbeeken
Pieter Walraven
Pilar Madrigal
Raul A. Castillo Jr.
Ravi Lalla
Raymond Mohlala
Reinhard Mallow
Renata Chaielen Tres
Rentia Barnard
Resh Patel
Riah Dass-Mungal
Rich Hilliard
Richard Cash
Richard Champion
Richard Kriek
Richard Lightbound
Richard McCarthy
Richard O'Connor
Ricky Klint Gangsted-Rasmussen
Rifat Parvez
Ritendra Banerjee
Rob Geary
Ron Batdorf
Ron Monhiet
Ron Moskovitz
Rosangela Santos
Ruaan Ras
Rudolf Fehlmann
Rukshini Etheldred
Rukshini Etheldred
Russel Dhill
Ryan Hutchinson
Saba Ejaz
Sabrina Borde-Ferreira
Sachin Saini
Sadiq Hssain
Saji Oommen
Sajjad Hussain
Saken Algiev
Sam Wadekar
Sami Astan
Sebastian Ponceliz
Shai Agassi
Shaima Al Ghunaim
Shane Hicks
Shane Hogan
Shane Pearce
Shannon Laughlin
Shaun Ferreira
Shavonte Evans
Shawn Smith
Sheik Shabiulla Makbool
Sheila Cane
Sherma Jack
Shin Ohinata
Shyroz Ratanshi
Sicelo Njeje
Sidar Ok
Simon Reid
Steven Barr
Steven Bednikoff
Steven Melcher
Stuart Schreiber
Subash Balakrishnan
Surel Aucamp
Dr. Suresh Kumar
Suriya Jamal
Sven Vollbehr
Swagath Bhat
Tackoor-Add Ludmila
Taj Muhammad Khan
Tala Al Ansari
Talmadge Eyre
Tamara Edward
Tamara Nedela
Tammy D. Draper
Tanja Marthur
Tapan Mishra

Tashi Dorji
Tasos Gkamaris
Tawanda Matewu
Thabo Sereko
Tharina de Wet
Thomas Bartlett
Thomas Buberl
Thomas Christian Olsen
Thomas Fisker Engbjerg
Thomas Nel
Thomas Preston
Throwa Tenzin
Thuso Manale
Torben Claus Dahl
Torben Dyrholm
Tracey Banks
Trent Ryan
Trisha Robinson
Ulrich Schumann
Umesh Sookoo
Unathi Petros
Urs Keim
Venessa Snel
Verena Cantin
Victor Abele
Vijay Krishna
Zack Love
Zayd Maniar
Zita Verbenyi
Zuhfran Qasim
Zulfiqar Ali

If I can see it and believe it, then I can achieve it.

Arnold Schwarzenegger

Tiago De Benedicto
Tiffany Dial
Tim Diack
Tim Hoebeek
Tim Vermaak
Tina Bello-Williams
Tina Kristensen
Titose Chembezi
Titus Monageng
Tobias Hess
Todd Ireland
Tom Christensen
Tom Clancy
Tom Ding
Tom Kindermans
Tom Matheussen
Tomasz Dziechciarz
Tommy Andorff
Tony Oliver
Vincent Snels
Vinnie de Oliveira
Vishodie Bhagwandin
Wagner Moll
Walaa Maher
Waleed Al Bbaderi
Walter Loertscher
Walter Longwe
Wayne Herbert
Weeke Erik
Wendy Swash
Weng Tatt Chan
Werner Wortmann
Willy Salt
Wim Laurie
Xiaowen Wang
Yasin Janjua
Yury Orlov
Zabeeda Nazir



If you fart in space,
you move forward.

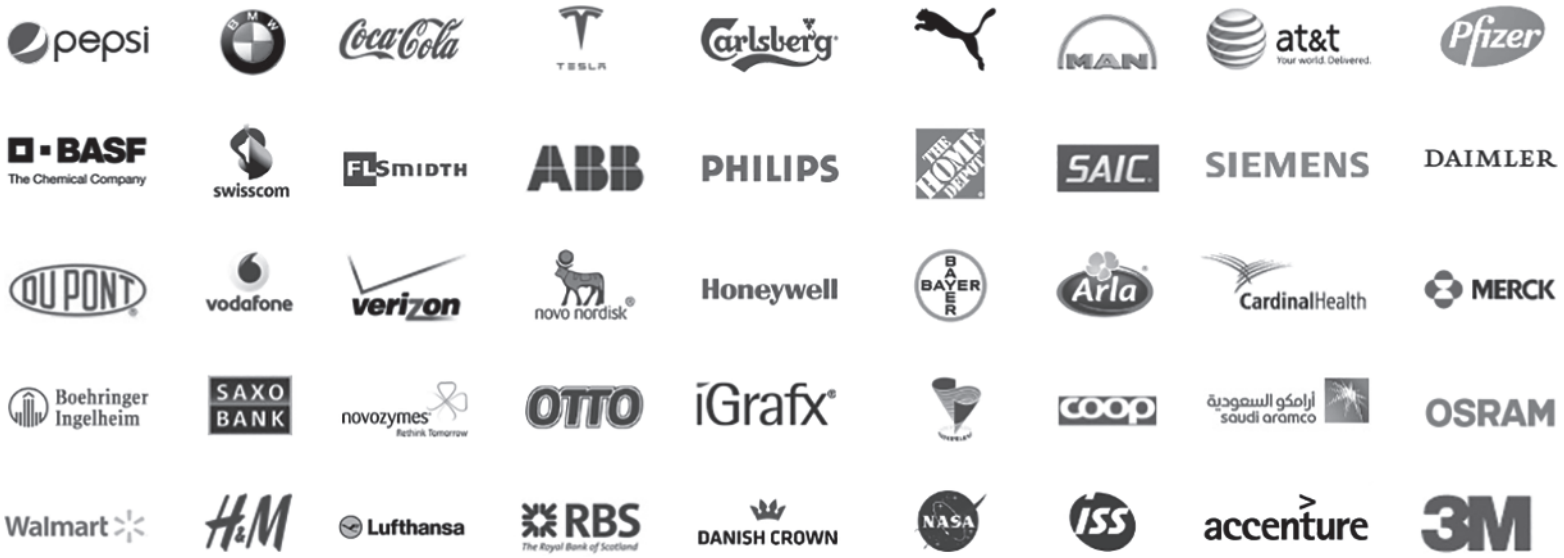
#COMPANIES #THAT ENGAGE

Firms that worked with the authors (i.e., 34% of the Fortune 500 and 11 of the G20)



Put employees first; they will take care of your clients and the bottom line will follow.

Louis V. Gerstner



#COMPANIES #THAT ENGAGE

Firms that worked with the authors (i.e., 34% of the Fortune 500 and 11 of the G20)



The greatest achievement is to outperform yourself.

Denis Waitley



#GOVERNMENTS #THAT ENGAGE

Governments (11 of the G20), Non-Profit-Organizations, and Foundations that worked with the authors that impacted the national economies, influenced GDP growth, and triggered digitalization and innovation index improvement.



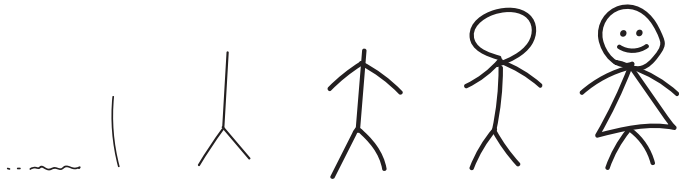
The greatest countries are those that produce great people.

Benjamin Disraeli

#ORGANIZATIONS #THAT SET THE STANDARD

In collaboration, the authors have set various standards on software development, quality, ERP implementation, Service, Governance, and compliances that have evolved the mainstream thinking and practices on the toughest and most important issues in business today.





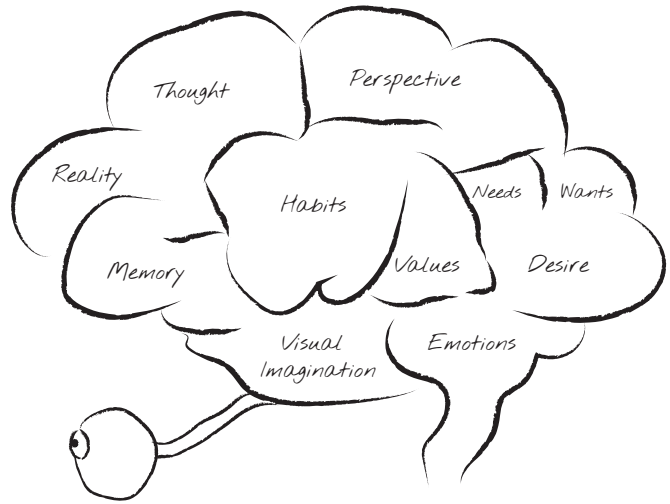
A man is just a woman´s strategy for making other women.
My wife

To unlock the power 2 think differently!

Ask yourself the following

What do you want?

What is true?

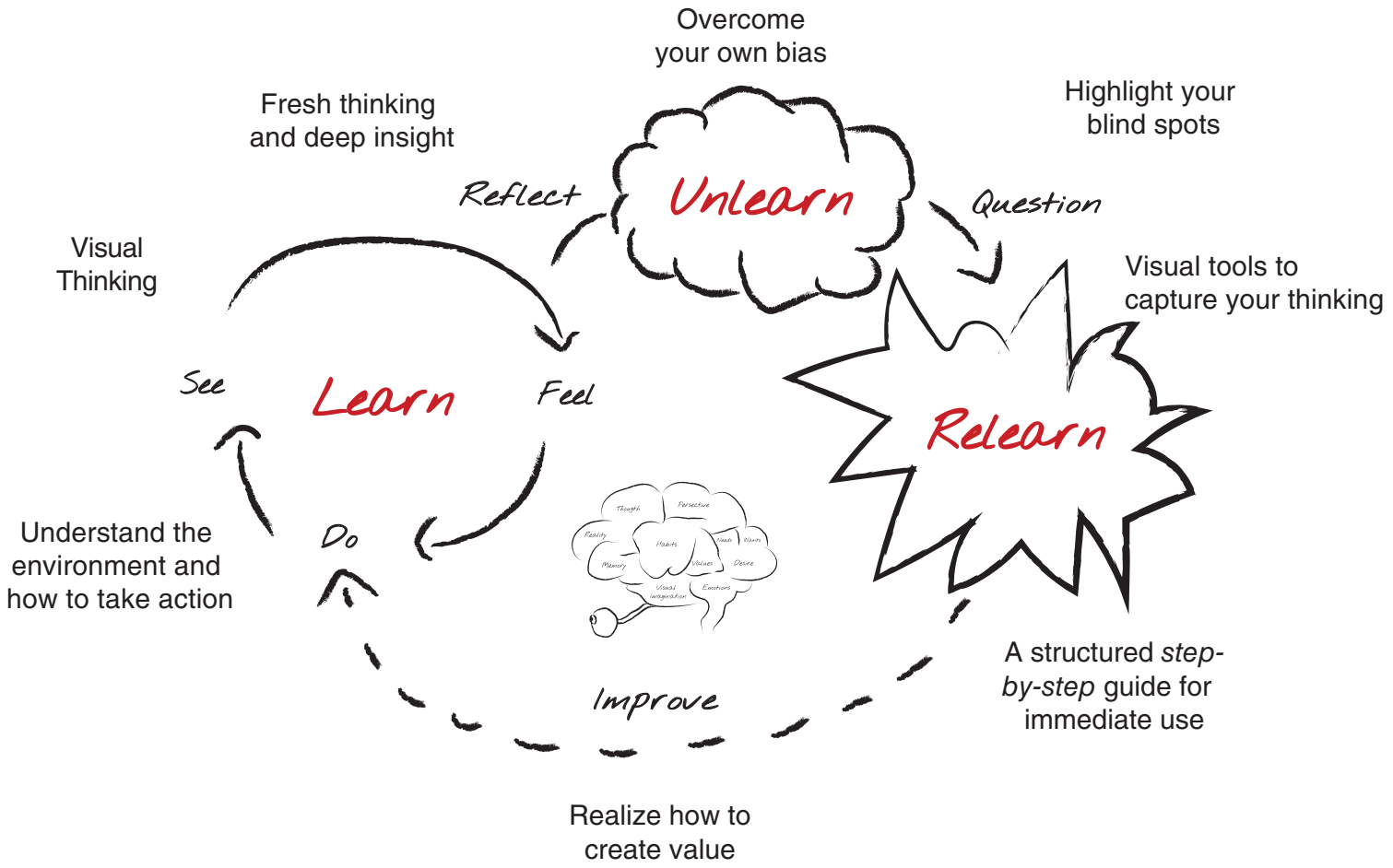


What will you do about it?

The illiterate of the 21st century will not be those who cannot read and write, but those who cannot *learn*, *unlearn*, and *relearn*.

Make a list of what you believe you need to *unlearn.*

Complement that with a list of what you intend to *relearn.*


Overcome
your own bias
Fresh thinking
and deep insight
Highlight your
blind spots
Reflect
Unlearn
Question
Visual
Thinking
Visual tools to
capture your thinking
See
Learn
Feel
Relearn
Understand the
environment and
how to take action
Do
Improve
A structured *step-by-step* guide for immediate use
Realize how to
create value

How to sequence thinking differently!

What
is true?

Reflect

What
do you want?

Fail

Unlearn

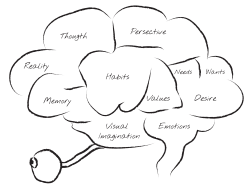
Question

See

Learn

Feel

Relearn



Do

Improve

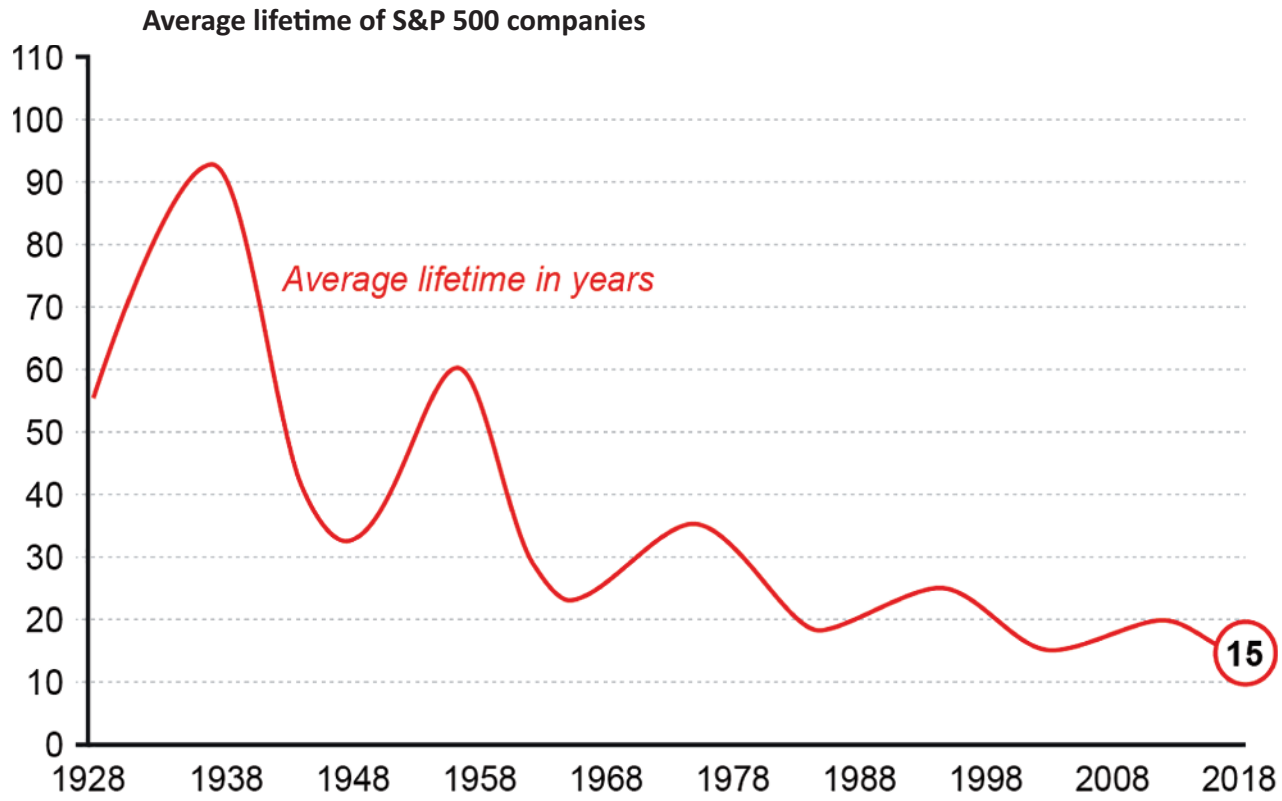
What
will you do
about it?



When we don't
Learn, *Unlearn*, and *Relearn*

The average lifetime of Standard & Poor's Fortune 500 companies has declined from 93 to 15 years

- 89% of the original Fortune 500 companies from 1955 are gone!
- 40% from the Fortune 500 you know today will not be on the list in 10 years.
- 35% of the Fortune 500 companies represented 64% of the US GDP in 2012.
- By 2025, 46% of all Fortune 500 corporations will come from China.


Average lifetime of S&P 500 companies
110
100
90
80
70
60
50
40
30
20
10
0
Average lifetime in years
15
1928
1938
1948
1958
1968
1978
1988
1998
2008
2018

Change is constant

If you have not noticed it by now, we live in one of the most disruptive, fast-changing environments ever in human development history.

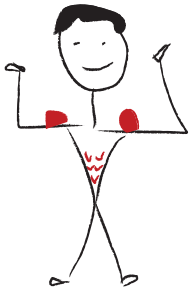
The only constant today is change.

In disruptive times, the power comes from people. Often underestimated, it is the people who make the difference. People make up the companies, government, teachers, entrepreneurs, and investors. People have a unique ability to adapt to their environment.

Our intelligence is rooted in the ability to adapt to change by learning, unlearning, and relearning. In the words of Charles Darwin: “It is not the strongest of the species that survives, nor the most intelligent. It is the one that is most adaptable to change.”

So, certainty is the enemy of change.

The only constant in life is change. In the next chapter we will look at the rate of change and trends that disrupt our lives as a result of the 4th Industrial Revolution.



I´d flex but I don´t
want to hurt your eyes.

We are all in love with the future and nobody knows what it will bring.

The reality is that the future influences the present just as much as the past. Therefore, our future starts today, not tomorrow.



Henrik von Scheel
Ordinary Futurist that ignited 2 global themes