

THE DAILY DIALOGUE

#wbd2014

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Survival kit for the Innovation Jungle

by Julia Kallweit & Natalia Sanz

Disruptive innovations are like rockets, launched directly to companies ruling the market. For the last 20 years we acknowledged several rocket attacks: Spotify, Amazon and the Apple Store, which destroyed Tower Records and Musicland, two highly important department store chains from the entertainment media branch in the US.

Small, weak computers grew to high-performance gadgets that substituted mini and large capacity computers. And thanks to digital photography, photographic film is not commonly used anymore.

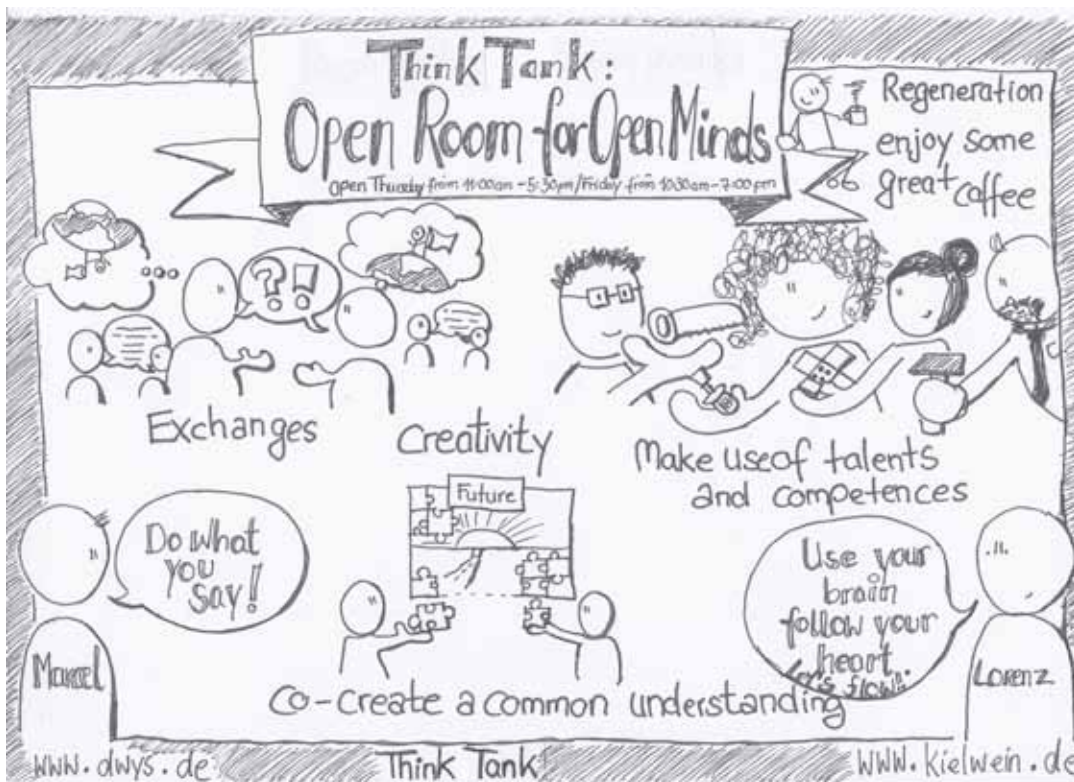
Our recipe to survive these numerous disruptive innovations is always the same: Companies have to develop their own disruptive innovation before it is too late. Only this way they will be able to profit from new growing markets. Producers like Procter & Gamble, for example, achieved this with their product Swiffer; the chemical concern

Dow Corning with the silicon label Xiameter and the globally famous computer producer Apple through iPod, iTunes, iPad and specially through the iPhone. In such a changeable and inconsistent world as ours, this recipe is more important than ever.

But it is still incomplete. Disruptive innovations are not singular phenomena anymore, but rather a process that extends through a certain amount of time. In some cases, even a total suppression is easily achieved, and in other cases the development is slower and only partial. More than 100 years after the beginning of aviation, transport ships still cross the oceans. More than 40 years after the creation of the American low-cost airline "Southwest Airlines", traditional airlines transport ten thousand passengers on a daily basis. And a whole generation after the invention of video recorders, the earnings of the cinema box office has still an extremely important role in the film industry.

Managers do not only have to reinvent their companies with the help of disruptive innovations; furthermore they have to considerate the existing and established business areas, which already provided high profits for decades and rule the existing market until nowadays.

Allegory - Drawing Business Discussions & Lectures



by Sarah Bien

Jeanine Reble from Hamburg has the talent to visualize business lectures and discussions by retaining them in self-drawn pictures. Contents and topics find a new way of transmission. With her unique work, she helps companies to find solutions i.e. in teambuilding, communication and conflict management. Jeanine has the ability to draw what is in people's hearts. This year, Jeanine is at the World Business Dialogue and will visualize lectures and discussions.

At the World Business Dialogue you will visualize the pulsating discussions. In preparation, how do you brace yourself?

In fact the best preparation for me is to focus completely on the people. Speaking in a picture, I understand my work more or less like a catalyst, which means that I can only be useful, when I find myself in interaction with someone else. So I cannot prepare for a live visualization - everything happens in the moment itself.

Nevertheless I prepared a huge landscape picture, on which everyone who wants can leave his or her impressions and share them with others. In the end I will accomplish it to have a final result.

What do your pictures transmit better compared to photographs?

What is the difference between an apple and a pear? Indeed both of them are fruits, but they are still different. Anyway I really like this question. Photos can show emotions and sometimes they can help understanding complex ideas. The most important difference is that when I develop a picture I can use my imagination scribbling everything that appears at the moment. A picture lives, it shows the interaction and the process not only the result.

Which situations or emotions are challenging you?

This question makes me laugh. The correct answer is: My own ones. This sounds funny, but it is true. When I feel uncomfortable with a situation, for me it is like running against a wall of confusion. The challenge is to find out what belongs to me and what is coming from outside. Therefore I have to trust myself, that I will get over the confusion and see clear again.

Is there a specific visualized event that has touched you?

I am touched every time that people make the experience of having more options than they had before. One of these moments was a conflict management training with fifty persons. My colleague and I prepared a setting to work with - a shipping analogy. The people had such a big conflict, that they were completely stuck. The question was how to get them back into one boat? Therefore we offered them the shipping picture. They could create their boat, in which they wanted to sail into the future. And when they started working with this picture, they started working together for a common understanding. Also they could go backwards talking about their needs and what they missed in the past. The picture gave them the possibility to communicate. These are true emotions, touching my heart.

What makes you so confident that your visualizations actually reflect the person's emotion?

Nobody can prove that. My pictures offer a possibility for interaction, a kind of reflection ground. I depend on feedback. Freud called this happening transference and countertransference. I observe what happens to and inside me during the interaction. What does it feel like? These emotions and impulses make me draw a certain picture, which offers a possibility for communication. I trust in people, everybody can check for himself or herself, what it feels like.

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DIALOGUE CAREER DAY

„Be Relevant. Be Authentic. Be Different – or die.“ How to Kick-Start Your Way Into Career

by Alexander Schmiedeck

Thomas Tornatzky, CEO of Adverti – Agentur für Direktmarketing, can perfectly put himself in the shoes of the entrepreneurial clients he consults, because he already founded twelve companies. The attendees of today's workshop during the Dialogue Career Day consist mainly of students and the atmosphere is relaxed. At the beginning of the workshop, Tornatzky lists the basic principles of a successful business formation: Personality, network, capital and marketing. There are a lot of different factors to consider, but '90% of the clients (he works with) has problems with the marketing'. Creativity is very important, because most of the advertisements are very similar. Little differences can therefore have big impacts.

Tornatzky presents a model for the self-perception of the company: It consists of a central word that should describe the main thing the company is about. This word is surrounded by three adjectives that explain the product or service best. In addition, the customer benefit and the reason why to believe in the company's product have to be specified. This model is capable of being the foundation of future marketing. After an example is shown, the audience is divided in two groups to work out such a model for two participants. As it turns out, it's more difficult to find suiting words than first believed. After reviewing the results, points out further influential things that have to be for example the importance of the presentation and addressing of possible customers. Similar to the slogan 'Be relevant. Be authentic. Be different also describes advertising.

Website: <http://www.adverti.de>

by Jana Weinand

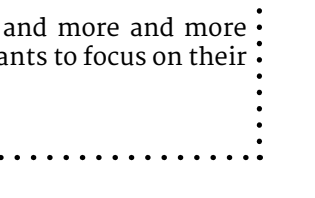
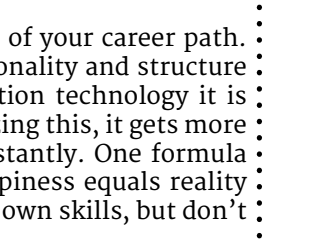
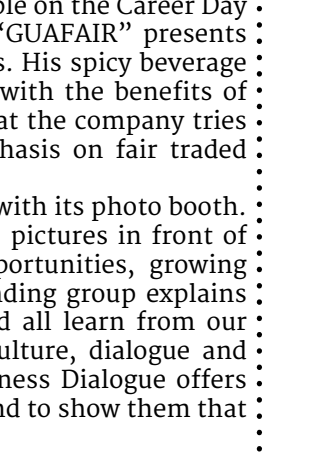
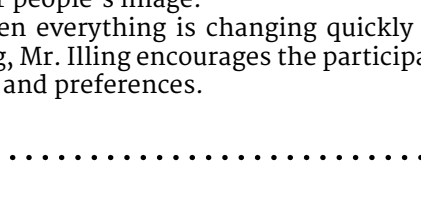
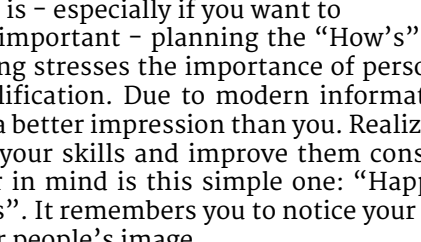
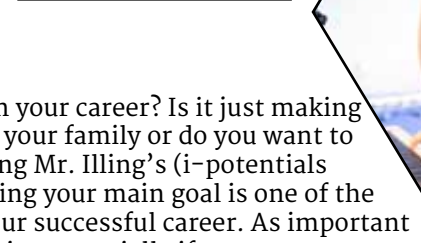
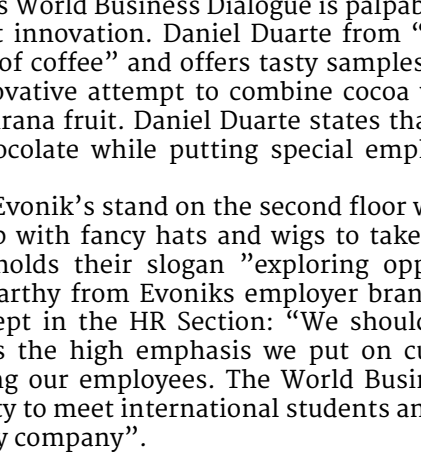
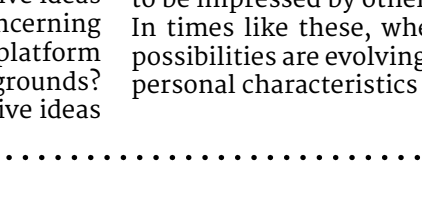
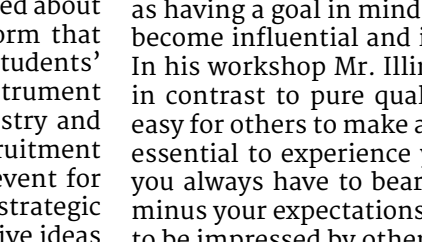
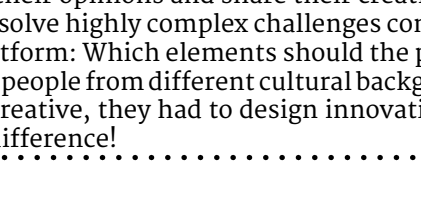
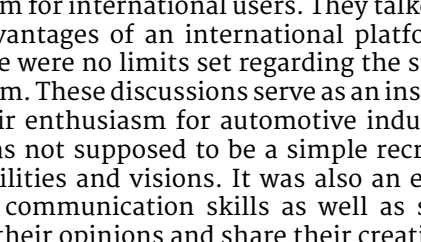
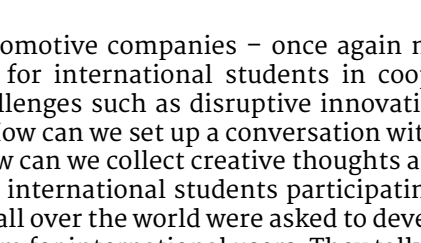
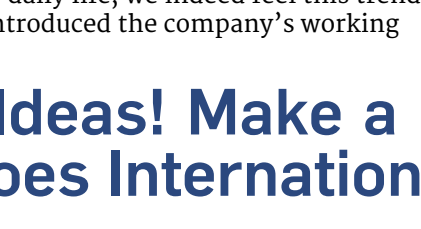
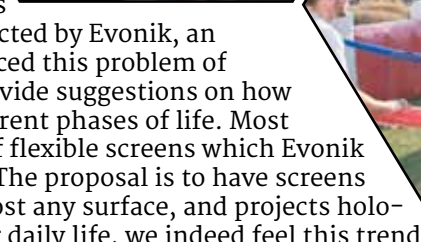
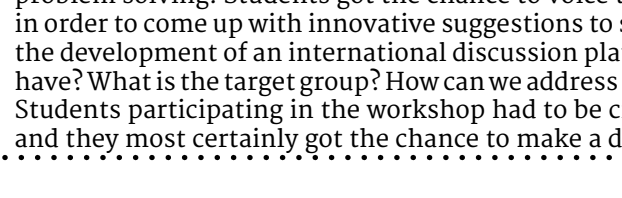
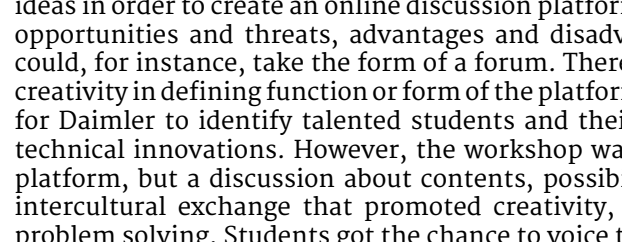
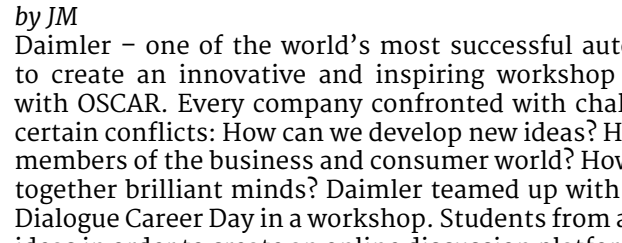
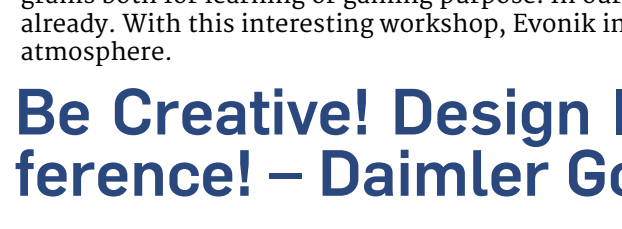
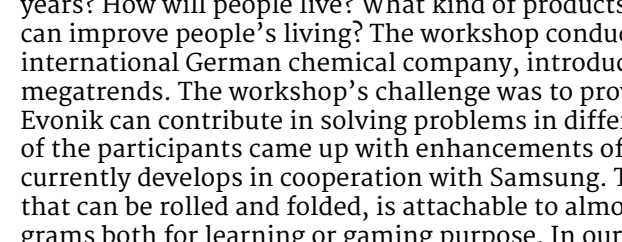
400 students, 19 companies and a striking exhibition hall. The Dialogue Career Day is finally on! All company representatives have set their stalls and the lecture hall's blue carpet is illuminated with green light. The Dialogue Career Day aims to offers great possibilities for students and company representatives to get to know each other on the various corporate stands, to participate in workshops and to enjoy themselves on various activities. This year, a "life-sized kicker" has been set up behind the building and can be used to fill the spare time between workshops.

Students can seek for guidance on application issues and get support on how to best enter their careers. You can have your CV checked professionally or enroll into the "Staufenbiel Career Club", which places students to jobs and internships according to their preferences and studies.

You should definitely take the chance to have a face-to-face talk to employers that are happy to help you out on your questions.

The topic of this year's World Business Dialogue is palpable on the Career Day as well. It is all about innovation. Daniel Duarte from "GUAFAIR" presents the "next generation of coffee" and offers tasty samples. His spicy beverage called GUA is an innovative attempt to combine cocoa with the benefits of caffeine from the Guarana fruit. Daniel Duarte states that the company tries to modernize hot chocolate while putting special emphasis on fair traded ingredients.

Another eyecatcher is Evonik's stand on the second floor with its photo booth. Students can dress up with fancy hats and wigs to take pictures in front of a printed wall that holds their slogan "exploring opportunities, growing together". Anne McCarthy from Evoniks employer branding group explains this whole new concept in the HR Section: "We should all learn from our slogan as it describes the high emphasis we put on culture, dialogue and internationality among our employees. The World Business Dialogue offers the perfect opportunity to meet international students and to show them that we are not an everyday company".



Evonik Into the Future

by Felicia Sinatra

What is the world going to look like in ten years? How will people live? What kind of products can improve people's living? The workshop conducted by Evonik, an international German chemical company, introduced this problem of megatrends. The workshop's challenge was to provide suggestions on how Evonik can contribute in solving problems in different phases of life. Most of the participants came up with enhancements of flexible screens which Evonik currently develops in cooperation with Samsung. The proposal is to have screens that can be rolled and folded, is attachable to almost any surface, and projects holograms both for learning or gaming purpose. In our daily life, we indeed feel this trend already. With this interesting workshop, Evonik introduced the company's working atmosphere.

Be Creative! Design Ideas! Make a Difference! – Daimler Goes International

by JM

Daimler – one of the world's most successful automotive companies – once again managed to create an innovative and inspiring workshop for international students in cooperation with OSCAR. Every company confronted with challenges such as disruptive innovation faces certain conflicts: How can we develop new ideas? How can we set up a conversation with future members of the business and consumer world? How can we collect creative thoughts and bring together brilliant minds? Daimler teamed up with international students participating in the Dialogue Career Day in a workshop. Students from all over the world were asked to develop new ideas in order to create an online discussion platform for international users. They talked about opportunities and threats, advantages and disadvantages of an international platform that could, for instance, take the form of a forum. There were no limits set regarding the students' creativity in defining function or form of the platform. These discussions serve as an instrument for Daimler to identify talented students and their enthusiasm for automotive industry and technical innovations. However, the workshop was not supposed to be a simple recruitment platform, but a discussion about contents, possibilities and visions. It was also an event for intercultural exchange that promoted creativity, communication skills as well as strategic problem solving. Students got the chance to voice their opinions and share their creative ideas in order to come up with innovative suggestions to solve highly complex challenges concerning the development of an international discussion platform: Which elements should the platform have? What is the target group? How can we address people from different cultural backgrounds? Students participating in the workshop had to be creative, they had to design innovative ideas and they most certainly got the chance to make a difference!

A Guide to Make Career

by Tim Podleschy

What do you expect from your career? Is it just making a living, having time for your family or do you want to change politics? Following Mr. Illing's (i-potentials GmbH) workshop, defining your main goal is one of the first steps of building your successful career. As important as having a goal in mind is – especially if you want to become influential and important – planning the "How's" of your career path. In his workshop Mr. Illing stresses the importance of personality and structure in contrast to pure qualification. Due to modern information technology it is easy for others to make a better impression than you. Realizing this, it gets more essential to experience your skills and improve them constantly. One formula you always have to bear in mind is this simple one: "Happiness equals reality minus your expectations". It remembers you to notice your own skills, but don't to be impressed by other people's image. In times like these, when everything is changing quickly and more and more possibilities are evolving, Mr. Illing encourages the participants to focus on their personal characteristics and preferences.