

Strong Words

Executives on record



Photo Sally Montana

"Millennials grew up with disruptive innovation. Because they don't fear change, they are eager to try big things, but they must also be given permission to fail. Companies that don't do this risk losing terrific talent to companies that do."

Bill McDermott, CEO of SAP



Photo Porsche

"You start with a good idea. But the idea only becomes an innovation when it is put into practice. It's an innovation when the market cheers."

Oliver Blume, Chairman of the Executive Board of Porsche AG

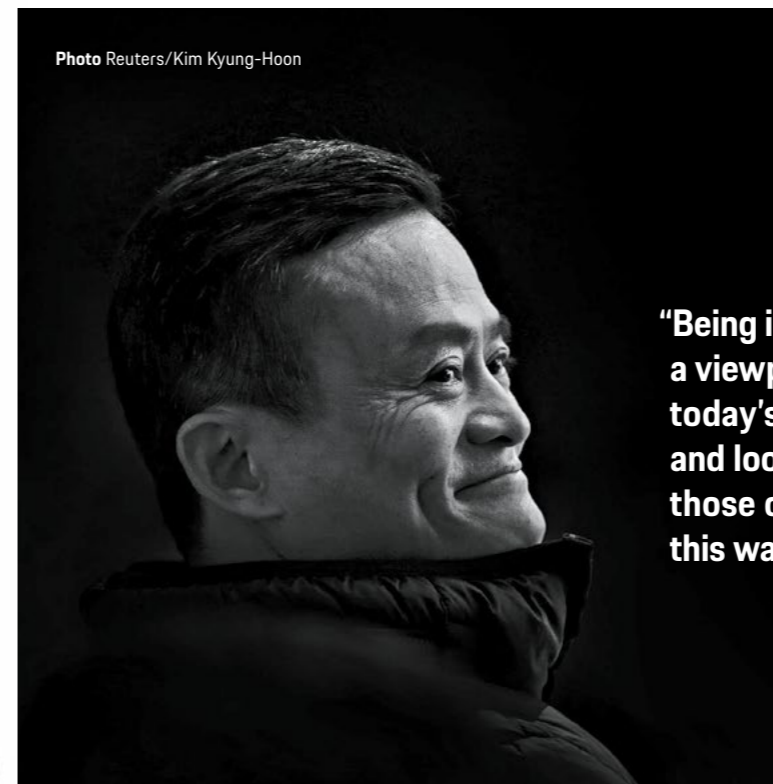


Photo Reuters/Kim Kyung-Hoon

"Being innovative means you look at today from a viewpoint of tomorrow. We need to look at today's China from a viewpoint of the world, and look at ourselves from the viewpoint of those outside this industry. When you think this way, you will do things in a different way."

Jack Ma, Founder and Executive Chairman of the Alibaba Group
China Daily, 2017



Photo G + J

"The world is becoming more complex, which requires different forms of work at companies: more togetherness, a new and more involved leadership, a different approach to hierarchy, a cooperative spirit, and a more casual atmosphere."

Julia Jäkel, CEO of Gruner + Jahr
Süddeutsche Zeitung, 2018



"Everyone should keep asking themselves this question: 'What am I doing to change my business?' When this mechanism is anchored in people's minds, it generates a pull effect and a strong desire for innovation."

Tim Höttinges,
CEO of Deutsche Telekom

Photo Rüdiger Nehmzow

"It's incredibly important to bring together different people who work in different ways, all the more so in an age of automation and digitalization."



Bettina Volkens, Chief Officer Corporate
Human Resources and Legal Affairs, Lufthansa

Photo Lufthansa/Oliver Rösler

"It's no longer the biggest companies but rather the most flexible ones that have the best prospects for the future."



Joe Kaeser, CEO of Siemens AG

Photo Axel Griesch

"The biggest risk is not taking any risk. In a world that is changing really quickly, the only strategy that is guaranteed to fail is not taking risks."



Mark Zuckerberg, CEO of Facebook
Interview at Y Combinator, 2011

Photo Alessio Jacona

"The digital transformation can only succeed if people rethink their attitudes and are open to new ideas."



Alexander Birken,
CEO of the Otto Group

Photo Otto Group

"All overnight successes take around ten years."



Jeff Bezos, CEO of Amazon
Internet Association Gala, 2017

Photo Wesley Mann