

REZA MOUSSAVIAN

SENIOR VICE PRESIDENT HR DIGITAL AND INNOVATION @ DEUTSCHE TELEKOM, KEYNOTE SPEAKER, DIGITAL DISRUPTION, FUTURE OF WORK, ENTHUSIASM, DIGITAL WORKSPACE, SALSA DJ



ORGANISING NIGHT OF TRUTH EVENTS

We have already organised Night of Truth events in our "Leadership Academy" where the participants come on stage and share some failures and the connected learnings. And it was a huge success because since then, other departments started to organise their own Night of Truth events and the attendance is really good. These nights are part of a broader vision to create a more innovative culture.

WE NEED MOVEMENT

Just start with new initiatives (on a small scale) instead of organising meetings & writing reports what can be done? Get into action & learn quickly. Most HR departments or professionals make the mistake of coming up with new policies and rules to make sure that change is applied in the organisation. I don't work like that. I want to show relevant business cases. I rather work with a small team and have a tangible, concrete outcome instead of coming up with 'theoretical' training for 1000 people which won't have that much impact.

(Business) People want to see results. We focus a lot of creating success stories because they provide some 'soft pressure' on the business to strive for change. We share the business story - what was the challenge, how did we help and what was the output & result of our intervention. We let other talk about us and provide us with recommendations because they trust their peers. It's that movement that we need and that's what people talk about.

MY THREE TIPS FOR LEADERS WHO WANT TO CREATE AN AGILE ENVIRONMENT FOR THEIR EMPLOYEES

1. Just start with new initiatives (on a small scale) instead of organising meetings & writing reports what can be done. Get into action & learn quickly.
2. Dare to kill your darlings. The world is changing fast and we need to make resources (time, energy, money) free for the products & services of the future.
3. Ask yourself the question: do you really believe in an agile organisation (are you willing to re-think certain processes radically) or do you just do it as a kind of marketing trick? If a CEO shows up wearing some sneakers doesn't mean that he's willing to re-think his whole organisation radically.

CULTURE INNOVATION LABS

Most innovation labs are mainly focussed on developing new products and services. They are often placed far away from the company - in a figurative and literal way - to give them more freedom to experiment. But they shouldn't be that far from the 'big organisation' because that's the place where we need movement.

Can we have a Culture Innovation lab instead that focusses on challenging the status quo of the corporate paradigms. That lab should explore possibilities in the future, challenge the status quo and support the organisation in taking the first steps to a new future.