



Presented by

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“Ledelses Der Styrker 2019”:  
The New Future: The Digital Revolution  
and its implications on how we work and  
compete

### **Key Finding:**

90% of them go back to the behaviours that got them in trouble to begin with, within 6 months of their operation – only 10% of them change for good.

### **Why:**

- Rational arguments (or fear) are not enough;
- Authority is no longer enough...

### **Therefore:**

- Your people will not change their behaviours because you tell them or because they rationally accept the need for change
- You need to make the need for change personal and emotional! (build relationship to new person or community to inspire hope)

### **Therefore:**

- You will need to change many things;
- You will also need to change how you change things.