



QUACK

PROJECTS
**BERLIN SCHOOL OF
CREATIVE LEADERSHIP**
UNTIL 11/2012

BERLIN SCHOOL OF CREATIVE LEADERSHIP

The Berlin School is an international business school founded by Michael Conrad (ex-Vice Chairman/-CCO at Leo Burnett Worldwide). Participants are creative industry executives with several years of management experience from all over the world. The students' modules take place in Germany, the United States, Japan and China and focus on accounting, economics, entrepreneurship, finance, international business, organizational behavior and strategy. Our „godfather“ – serving as mentor to the 13 participants in my group – is Sir John Hegarty (CCO and founder of BBH).

BERLIN SCHOOL OF CREATIVE LEADERSHIP

The Berlin School is an international business school founded by Michael Conrad (ex-Vice Chairman/-CCO at Leo Burnett Worldwide). Participants are creative industry executives with several years of management experience from all over the world. The students' modules take place in Germany, the United States, Japan and China and focus on accounting, economics, entrepreneurship, finance, international business, organizational behavior and strategy. Our „godfather“ – serving as mentor to the 13 participants in my group – is Sir John Hegarty (CCO and founder of BBH).



The thesis won the
Michael Conrad Outstanding Thesis Award

2012

PROTOTYPING INNOVATION

My personal motivation in writing the thesis titled „Prototyping Innovation – Integrate and Accelerate Change Management“ is to find an answer to three questions: Why is innovation important? How can innovation strategies can be optimized within a company´s organizational structure? What lessons can be learned about the future of a companys innovation strategy?

I take personal interest in these questions because I am intrigued by the potential of innovation to empower personal creativity and business competitiveness.

PROTOTYPING INNOVATION

My personal motivation in writing the thesis titled „Prototyping Innovation – Integrate and Accelerate Change Management“ is to find an answer to three questions: Why is innovation important? How can innovation strategies can be optimized within a company´s organizational structure? What lessons can be learned about the future of a companys innovation strategy?

I take personal interest in these questions because I am intrigued by the potential of innovation to empower personal creativity and business competitiveness.

»*The only human institution which rejects change
is the cemetery.*«

FORMER BRITISH PRIME MINISTER HAROLD WILSON

When a company like Pixelpark has existed for 20 years it has well-established workflows that are very efficient when applied to large-scale projects. To achieve fast startup-like results, a large company, such as Pixelpark has to disrupt and reenergize its established workflows.

When a company like Pixelpark has existed for 20 years it has well-established workflows that are very efficient when applied to large-scale projects. To achieve fast startup-like results, a large company, such as Pixelpark has to **disrupt** and reenergize its established workflows.

MANAGING DIRECTOR

DIRECTOR
CONSULTANCE

SENIOR
REGULAR
JUNIOR
TRAINEE

DIRECTOR
INFORMATION
TECHNOLOGY

SENIOR
REGULAR
JUNIOR
TRAINEE

DIRECTOR
DESIGN

SENIOR
REGULAR
JUNIOR
TRAINEE

DIRECTOR
EDITORS

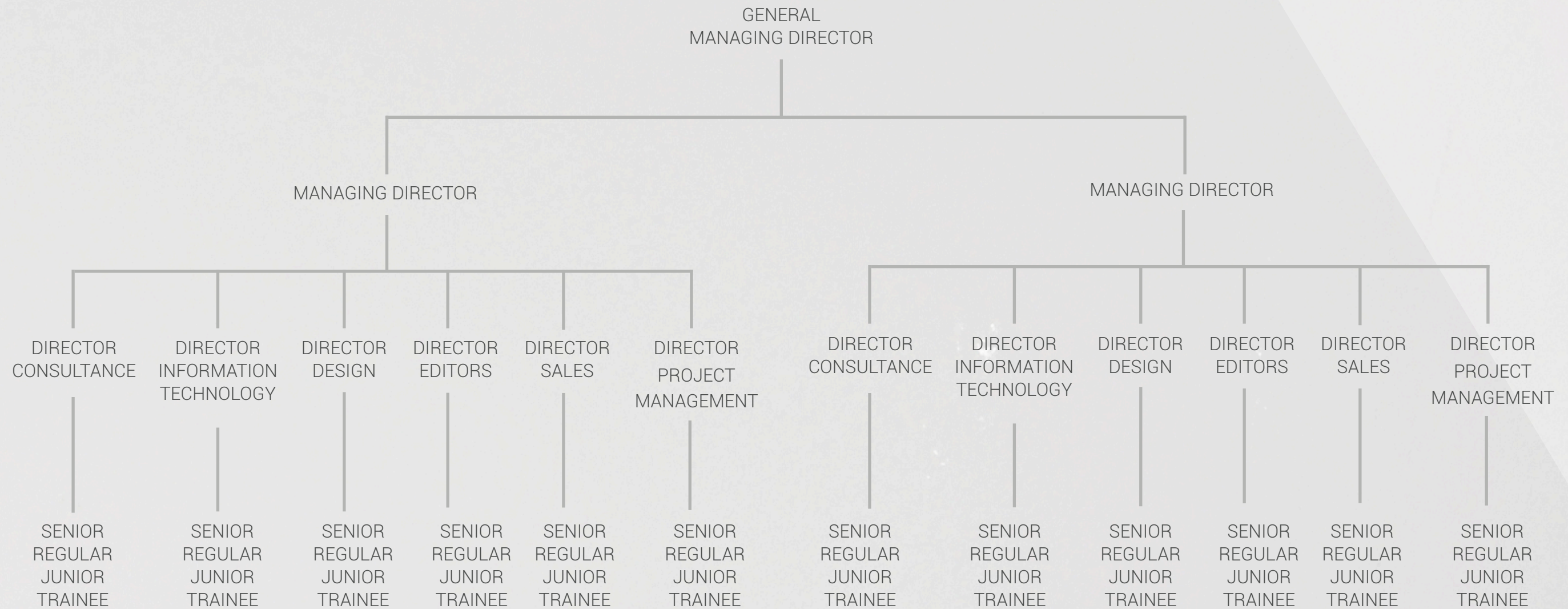
SENIOR
REGULAR
JUNIOR
TRAINEE

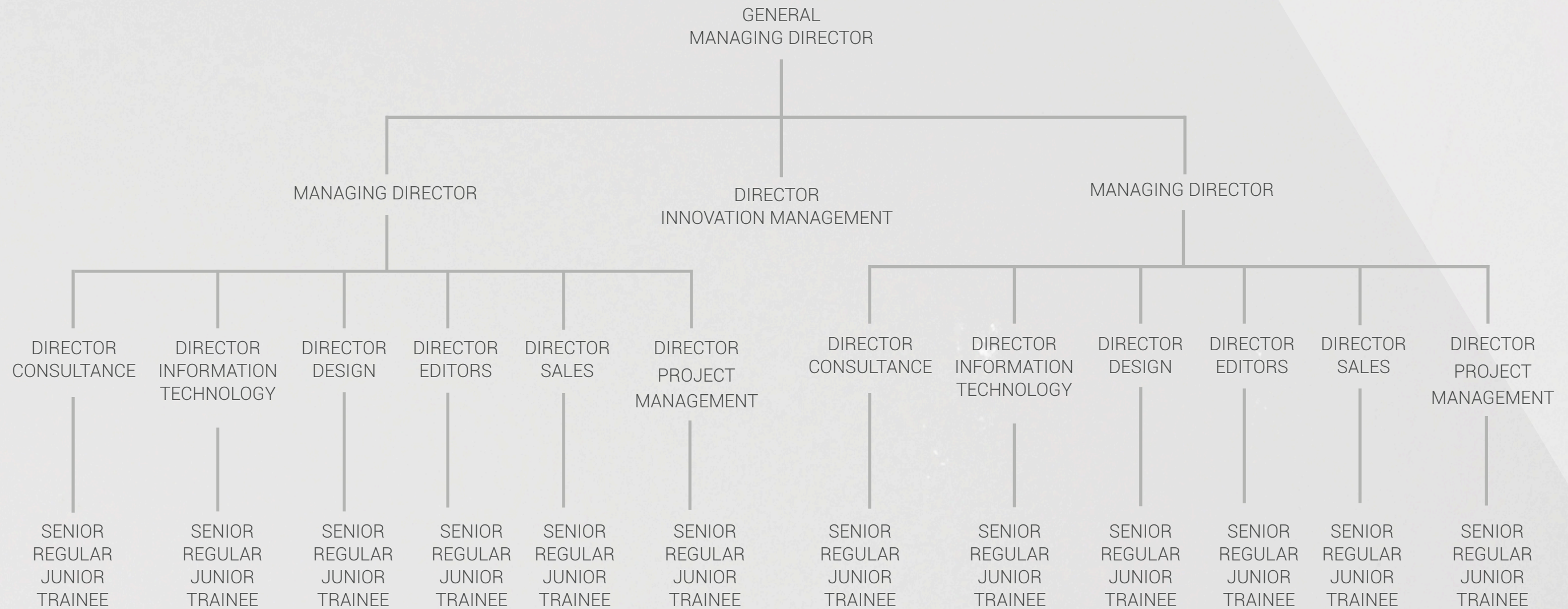
DIRECTOR
SALES

SENIOR
REGULAR
JUNIOR
TRAINEE

DIRECTOR
PROJECT
MANAGEMENT

SENIOR
REGULAR
JUNIOR
TRAINEE





WORKSHOP IDEATION



WORKSHOP

USER-CENTRIC APPROACH



CONCLUSION

Design and streamline manufacturing processes that drive employees to develop their full potential and deliver superior performance in innovation.

CONCLUSION

Design and streamline manufacturing processes that drive employees to develop their full potential and deliver superior performance in innovation. Build and manage strong and diverse teams to realize cost-efficient, timely results within set budgets and strict deadlines.

CONCLUSION

Design and streamline manufacturing processes that drive employees to develop their full potential and deliver superior performance in innovation. Build and manage strong and diverse teams to realize cost-efficient, timely results within set budgets and strict deadlines. Increase the efficiency of the creative personnel by instilling a greater sense of independence and commitment.

CONCLUSION

Design and streamline manufacturing processes that drive employees to develop their full potential and deliver superior performance in innovation. Build and manage strong and diverse teams to realize cost-efficient, timely results within set budgets and strict deadlines. Increase the efficiency of the creative personnel by instilling a greater sense of independence and commitment. Prototype business models for strategic management of the firm's infrastructure, customers, and finances.

CONCLUSION

Design and streamline manufacturing processes that drive employees to develop their full potential and deliver superior performance in innovation. Build and manage strong and diverse teams to realize cost-efficient, timely results within set budgets and strict deadlines. Increase the efficiency of the creative personnel by instilling a greater sense of independence and commitment. Prototype business models for strategic management of the firm's infrastructure, customers, and finances. Find new growth opportunities.

CONCLUSION

Design and streamline manufacturing processes that drive employees to develop their full potential and deliver superior performance in innovation. Build and manage strong and diverse teams to realize cost-efficient, timely results within set budgets and strict deadlines. Increase the efficiency of the creative personnel by instilling a greater sense of independence and commitment. Prototype business models for strategic management of the firm's infrastructure, customers, and finances. Find new growth opportunities. Lead and accelerate innovation strategies by identifying and executing strategic goals.

CONCLUSION

Design and streamline manufacturing processes that drive employees to develop their full potential and deliver superior performance in innovation. Build and manage strong and diverse teams to realize cost-efficient, timely results within set budgets and strict deadlines. Increase the efficiency of the creative personnel by instilling a greater sense of independence and commitment. Prototype business models for strategic management of the firm's infrastructure, customers, and finances. Find new growth opportunities. Lead and accelerate innovation strategies by identifying and executing strategic goals. Prototype innovation by integrating and accelerating change management.

MAIL@AXELQUACK.DE



WWW.AXELQUACK.DE