

Prof. Dr. Gunter Dueck  
dueck@omnisophie.com  
[www.omnisophie.com](http://www.omnisophie.com)  
Wilddueck @Twitter



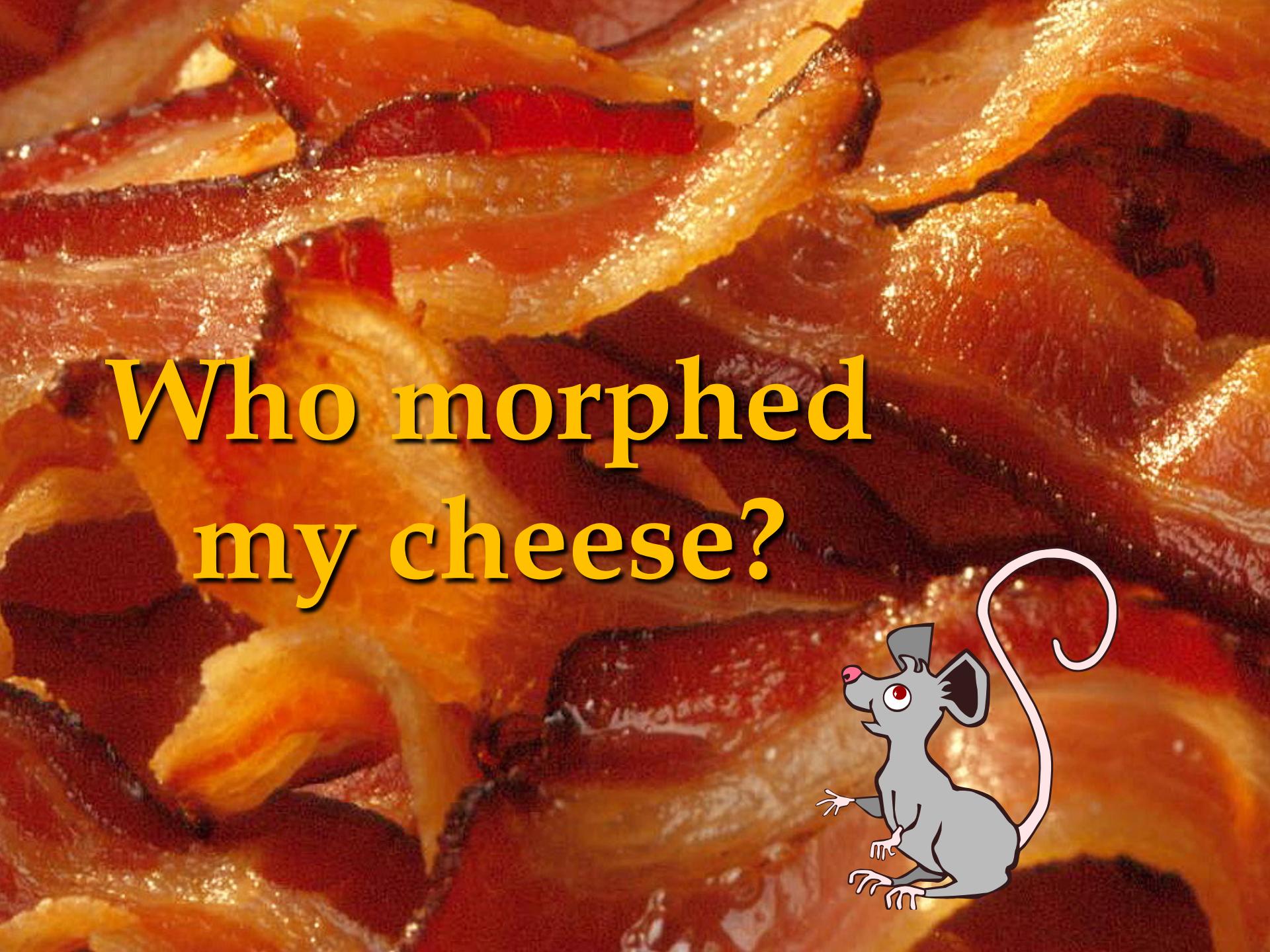
# Excellence Culture & Humane Keeping of Techies



# **Who Moved My Cheese?**

An Amazing Way to Deal With Change In Your Work  
& In Your Life

**DR SPENCER JOHNSON**



Who morphed  
my cheese?





Google Shopping

A whole new way to get your shopping done.

See if we're already in your area.

Enter your ZIP code

Overnight delivery available in select areas. Just curious? Browse our San Francisco map.

Map data ©2014 Google, INEGI | Terms of Use

Google Shopping Express

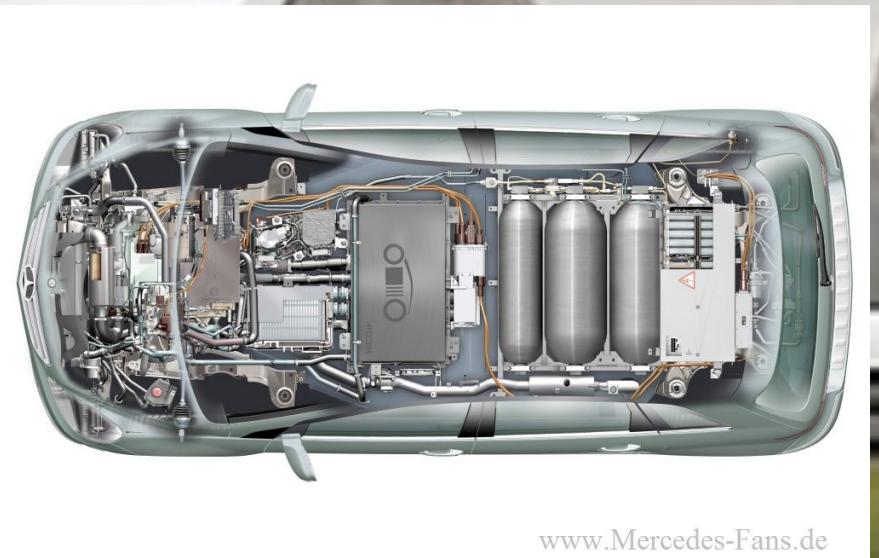
Palo Alto Sport Shop & Toyworld

Guitar Center

Nob Hill Jewelers

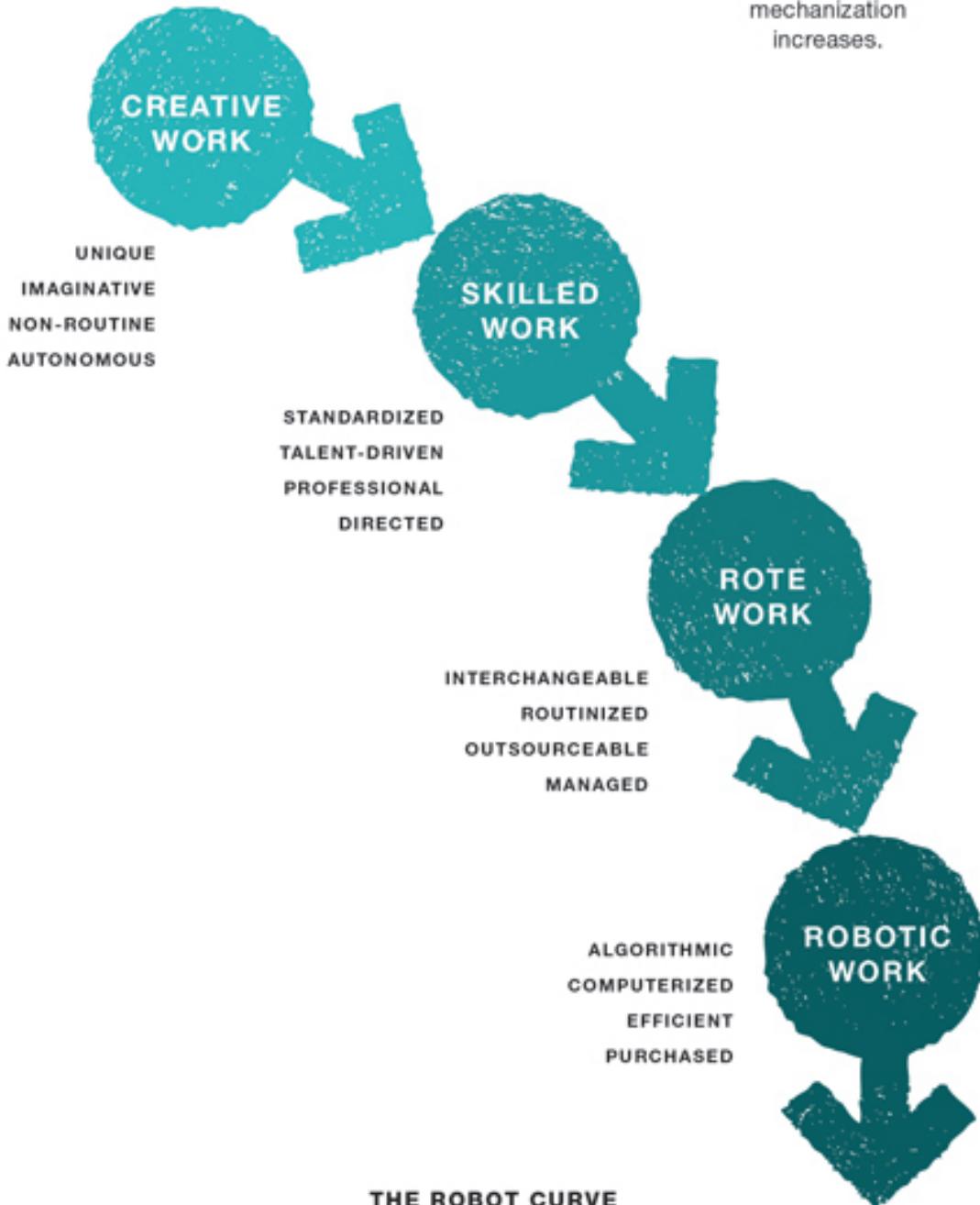
Hassett Hardware

Fry's Electronics





„Work hard to stay near to the top – by much more frequent and quicker re-invention than in the good old times.“



# Upgrade for your future or be industrialized

„industrialized“

Part changer  
eShop  
Coder  
Just cheap  
Call-Center

Low skill,  
Minimum wage

„job today“

Mechanic  
Sales Rep  
Softwaredesign  
Quality Brand  
Bank clerk

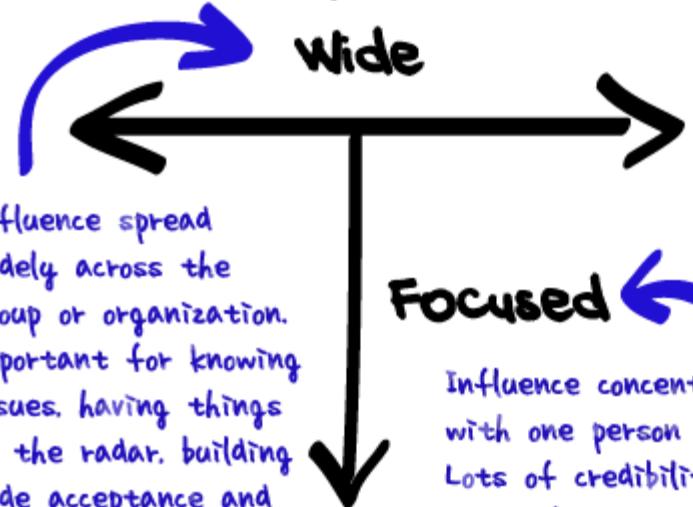
Expert

„Wanted: Upgrade“

„Machine whisperer“  
„Fulfill dreams“  
„Solution“  
„Life-Style Feeling“  
Real professional

Creating Professional

## T-Shaped Influence



Influence spread widely across the group or organization. Important for knowing issues, having things on the radar, building wide acceptance and buy-in.

Focused

Influence concentrated with one person or team. Lots of credibility, trust. Comes from one-on-one and a past track record. These people are your evangelists. Be especially careful to listen to them it's easy to ignore them but that's a big mistake because then you'll lose their confidence.

Breadth of Knowledge



Depth of Expertise

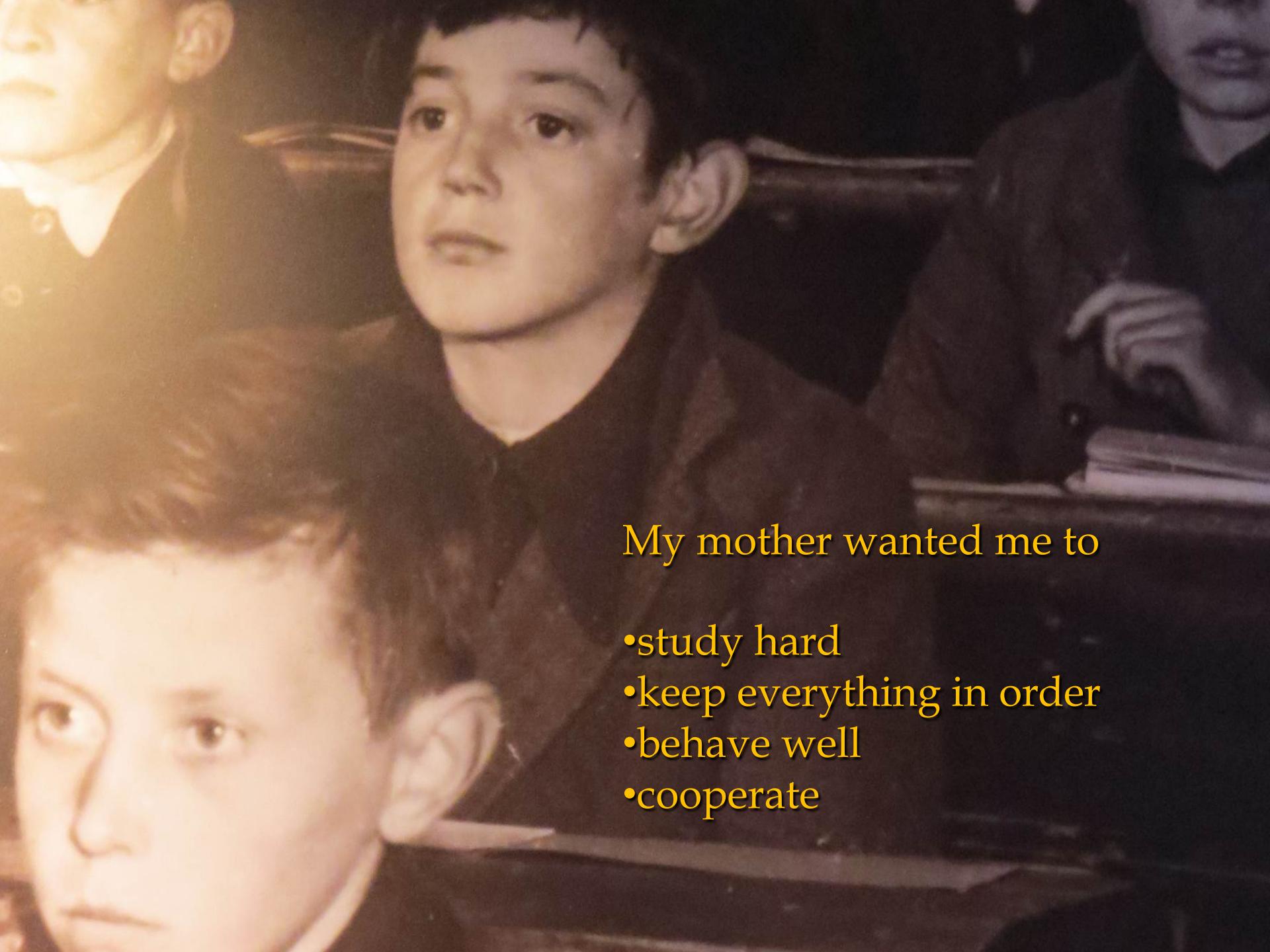
Wide Network Across  
The Business



Deep Depth of  
Knowledge



„Future“ Key Competencies?

A historical painting depicting a group of young boys in a classroom. They are dressed in dark, formal attire, including jackets and ties. The boy in the center, who is the focal point of the text, has dark hair and is looking slightly upwards and to the right. Other boys are visible in the background and foreground, some looking towards the camera and others looking away.

My mother wanted me to

- study hard
- keep everything in order
- behave well
- cooperate

# Multi-competencies: which ones do you think you have resp. should have?

Social competency, communication competency, cooperation competency and team work, competency in conflict resolution, expertise in your job, skill in your job, leadership competency, competency in methods, self-competency, competency to grow your personality, intercultural competency, interdisciplinary thinking, competency to lead, competency to teach, creativity, innovativity, courage, analytical competency, competency to build processes, „process-empathy“ (ability to know what happens), competency in body language, mathematical competency for good judgement and decisions, language competency, internet & computer literacy, **selling competency** (able to understand wishes and motives of clients, ability to listen, empathy, ability to establish trust, ability to be „loved“ by other people right away – on the phone, too)

# Professional Intelligence - Keep things done

- IQ – Structure, Plan, Organization
- *EQ* – Understanding & „Team“ („Empathy“)
- *CQ* – Creativity, Openness, Curiosity
- AQ - Talent for Attraction („Intropathy“)
- *VQ* – Vitality, Will Power, Energy, Passion
- MQ – Sense for „Meaning“
- PQ – Integrated Professionality

Clash of cultures – how to herd cats?



# MBTI Test: Manager „Leftbrain-Organized Majority“

ISTJ	ISFJ	INFJ	INTJ
Y Y	Y Y Y Y Y Y Y	Y	Y Y Y
ISTP	ISFP	INFP	INTP
Y Y Y Y Y Y Y Y	Y Y		Y
ESTP	ESFP	ENFP	ENTP
Y Y Y Y Y Y Y Y	Y Y Y Y	Y Y	Y Y
ESTJ	ESFJ	ENFJ	ENTJ
Y Y	Y Y Y Y Y Y		Y Y Y Y Y
Analyt. Thinkin	Analyt. Feeling	Intuitiv Feeling	Intuit. Thinking

# MBTI Test: IBM „Top Techies“ „Right-Brain Intuition Majority“

ISTJ 	ISFJ 	INFJ 	INTJ 
ISTP 	ISFP 	INFP 	INTP 
ESTP 	ESFP 	ENFP 	ENTP 
ESTJ 	ESFJ 	ENFJ 	ENTJ 

Analyt. Thinkin

Analyt. Feeling

Intuitiv Feeling

Intuit. Thinking

# **Manifesto for Agile Software Development**

We are uncovering better ways of developing software by doing it and helping others do it.

Through this work we have come to value:

**Individuals and interactions** over processes and tools

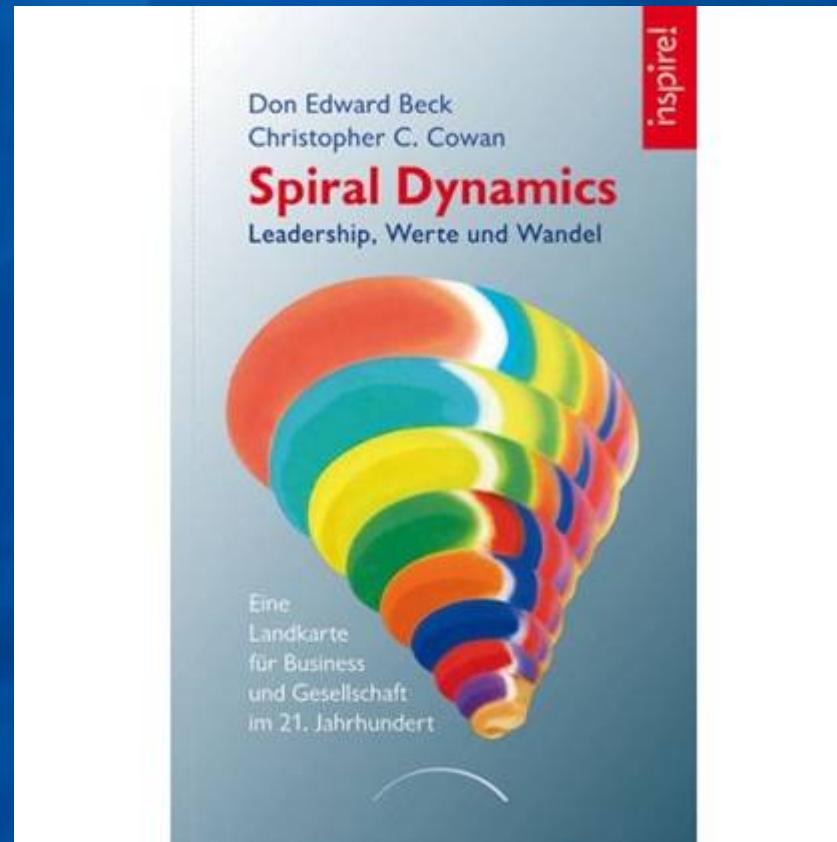
**Working software** over comprehensive documentation

**Customer collaboration** over contract negotiation

**Responding to change** over following a plan

That is, while there is value in the items on the right, we value the items on the left more.

# Culture descriptions similar to:

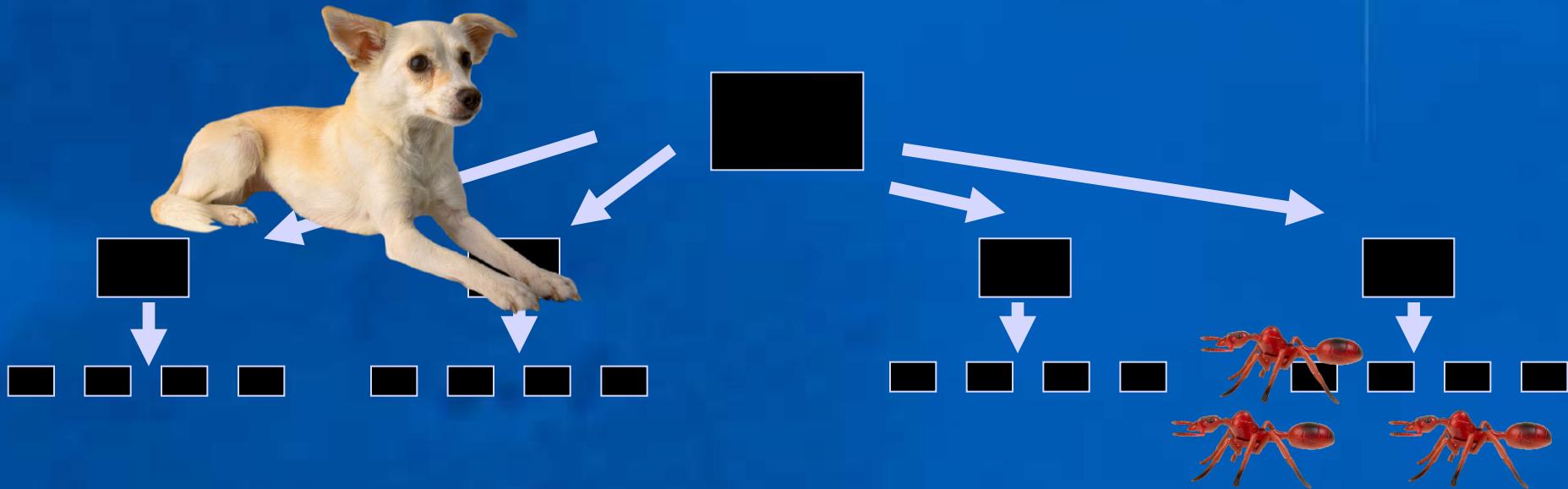


# Org Blue: Earn merits & honor!

Strong hierarchy, dutifulness, devotion, holy rules, processes, eternal laws, stability, continuity, seniority, authority, loyalty. Bureaucratic, puritanic.

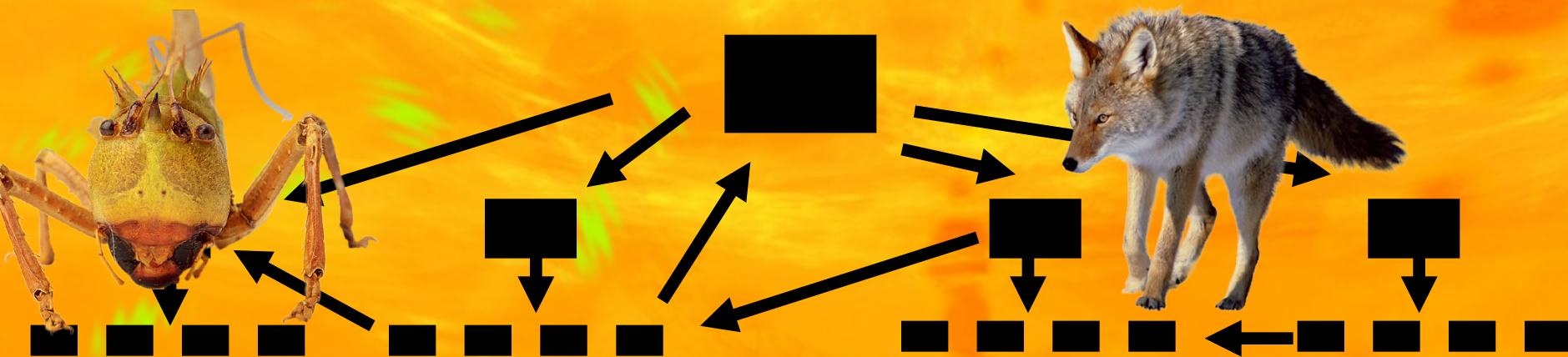
Managers are exceptional beings, they „have all the necessary (and confidential!) knowledge to lead“.

High performers are publicly honored, low performers have to regret and to bear the blame and guilt.



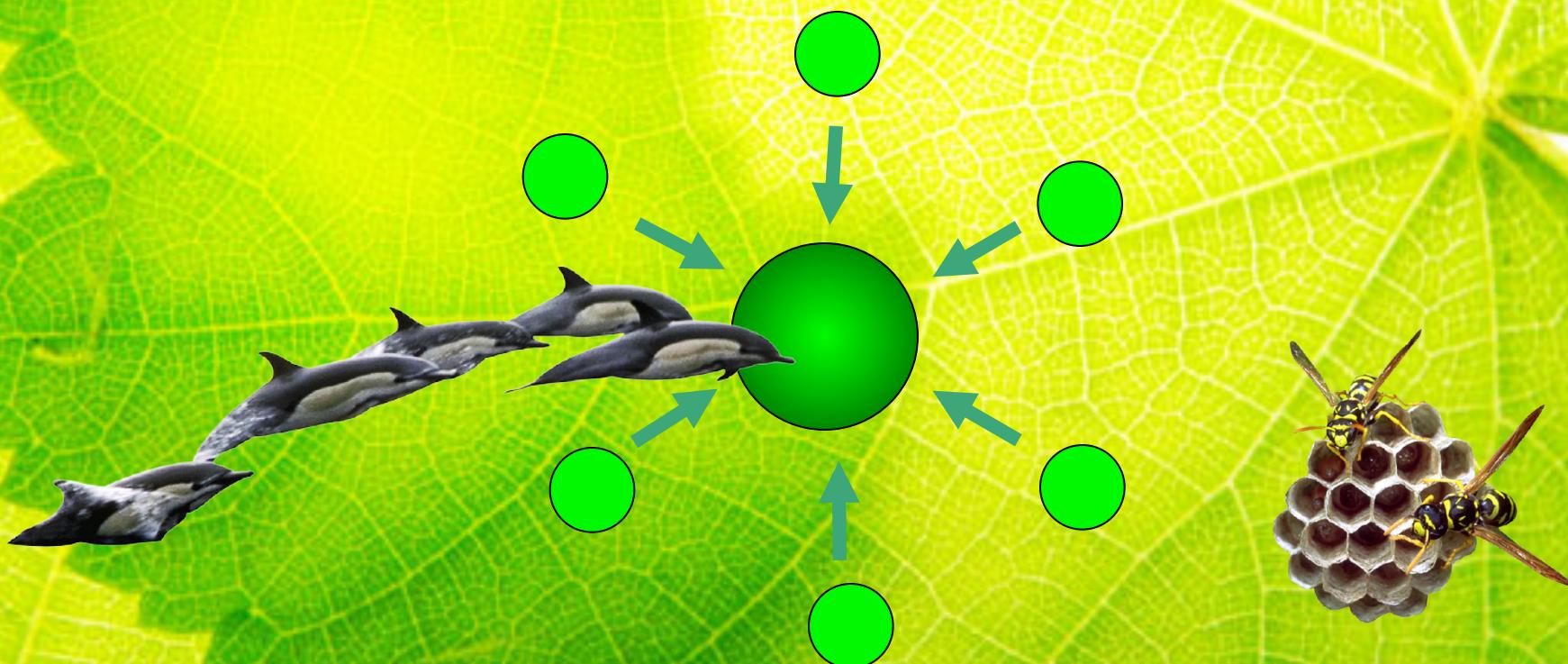
# Org Orange: Win!

Matrix-Org with strong incentive systems – „Skinner Box for rats“. Calculated strategy to chase „opportunities“ and „options“. Exploitation of resources, innovation, competition, technology, scientific methods. Manipulation of markets and prices. Gambling. The winner gets luxury, status, prestige. Losers have to leave the game (what they are accepting without anger).



# Org Green: Care!

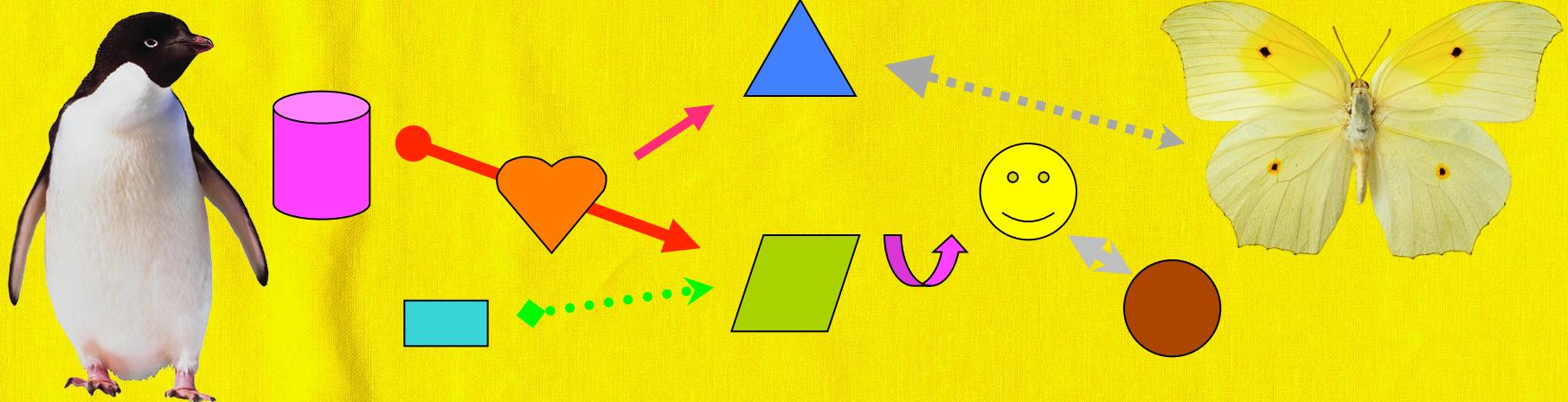
Equality, community, appreciation of others. Resource are developed by the community. Harmony, consensus, democratic leadership styles, holistic thinking. No one is abandoned.



# Org Yellow: Excel!

Liife is a very complex system or network of all kinds of humans, machines and devices. Everyone is part of the network and cares for his own – NOT AGAINST others. Everyone shows mastery for a profession, strives for excellence. No acceptance of power, political games, ranks or hierarchy. Agile, systemic, holistic.

**Be responsibly free!**

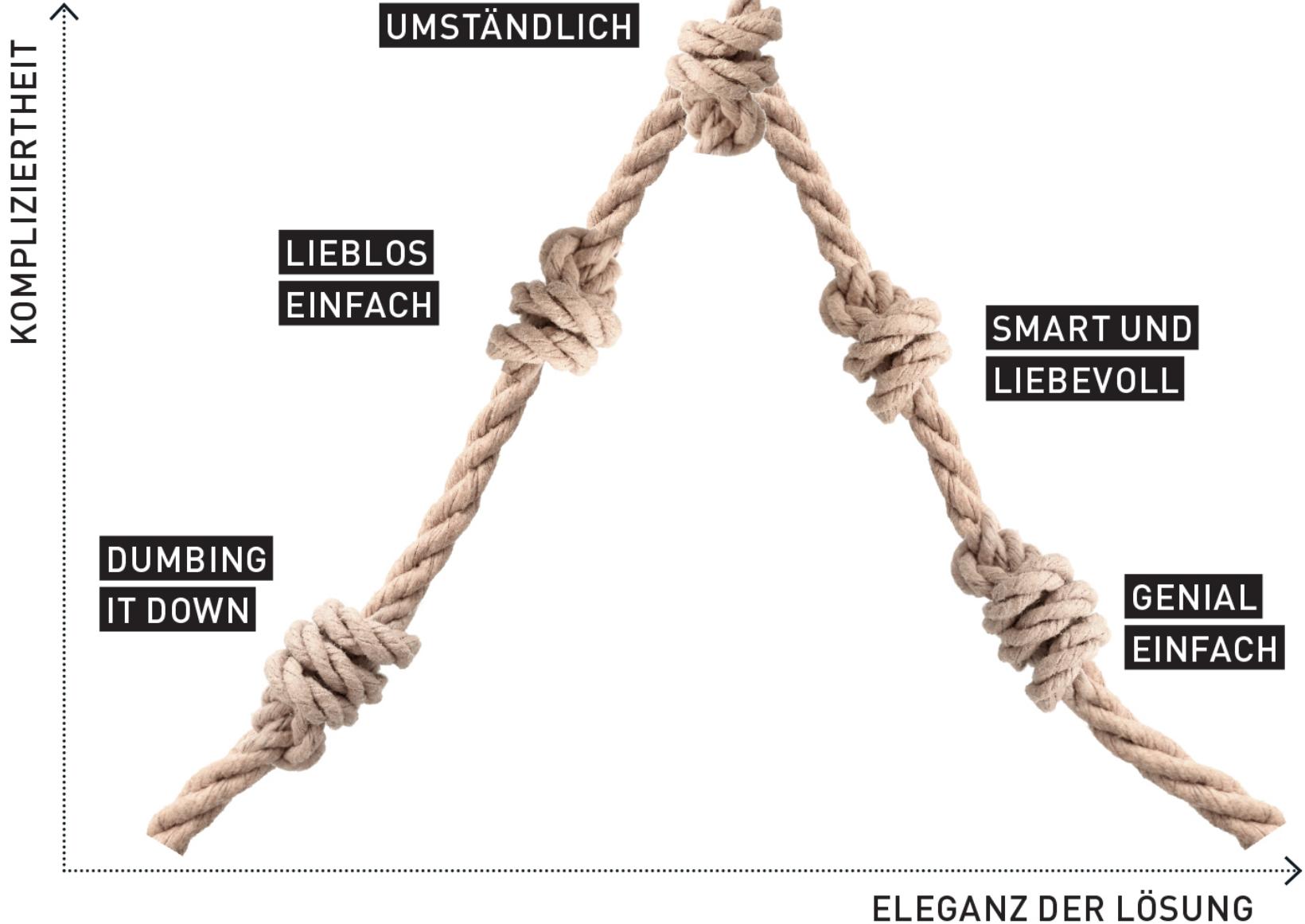


COMPLEXITY ↑

DUMBING  
IT DOWN



SIMPLICITY





# Gunter Dueck

## Professionelle Intelligenz

### Worauf es morgen ankommt

