

# Transformation in a complex and uncertain digital World

—  
*...and how to deal with it*

*Masterclass*  
by  
tLC **Academy**

November  
19 - 20, 2024

## Description

How do we want to innovate in the next 10 years? What does transformation and innovation mean in an exponential and digital (platform) economy and how are we going to deal with an uncertain and almost unpredictable and complex future?

This two-day masterclass will give an introduction to understanding and hands-on experience of how digital transformation can be successful in a world that is characterized by uncertainty, complexity, unpredictability, and ambiguity ("VUCA world"). It will not only offer theoretical inputs on the topics of complexity, future-readiness, digital transformation and platform economies, but also provide concrete methods and tools that you can leverage to develop and design your transformation process into a digital future. As an outcome of this interactive and atelier-style masterclass you will not only have a rough strategy, but you will also have identified a "dream team" within your organization that is capable of co-creating and co-shaping your digital future.

## Goals & Impact

1. Develop an understanding about what digital transformation means for your organization.
2. Understand why it is so difficult for us to deal with uncertainty and unpredictability (neuro-/cognitive science reasons, "21st century illiteracies") in a digital VUCA world.
3. Understand the shift from the classical economy to (digital) platform economies and their impact on your organization.
4. Experience concrete methods and tools for shaping your organization's digital future.
5. Design a rough strategy and create a "dream team" from your organization that is capable of co-creating and co-shaping your digital future.



### Date:

November 19 - 20, 2024



### Duration:

2 days



### Location:

Near Vienna



### Pricing:

1.500€ (early bird),

1.800€

(excluding accommodation)



### Language:

English



### Participants:

minimum: 10 people

maximum: 25 people



### Target Audience:

- Industry-independent, incl. educational institutions
- People Leaders
- Senior Managers
- Specialists: Change Managers, Innovation Experts, Transformation Catalysts



### Contact:

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### **tLC Academy**

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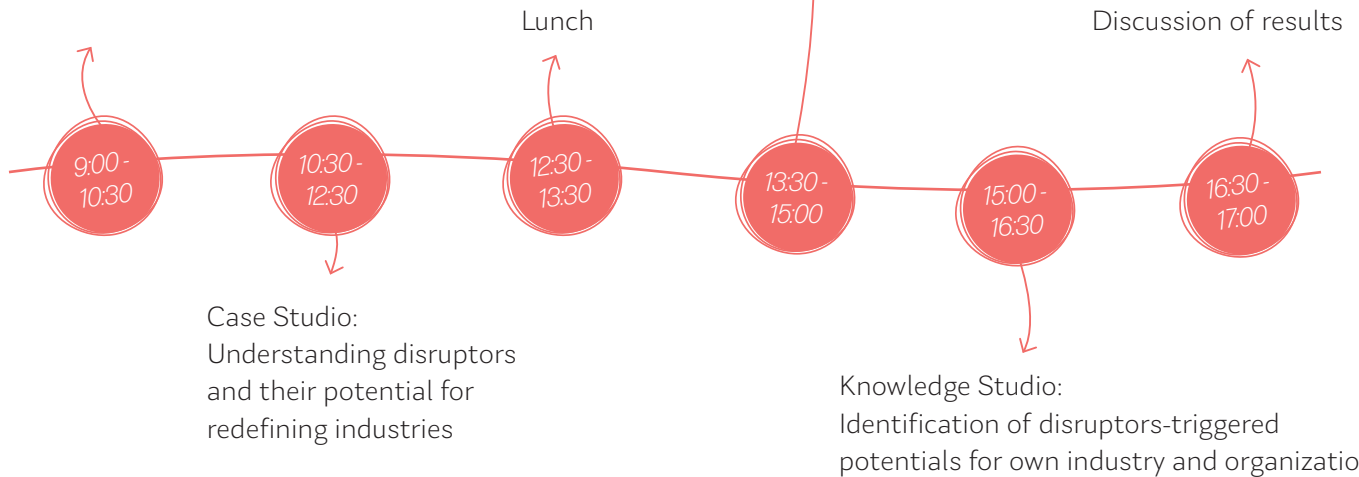
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# Agenda - Day 1

## Understanding Digital Transformation

Inspiration Session:  
How to deal with uncertainty  
in a productive manner

Presentation of results  
from Case Studio and  
collective sense-making



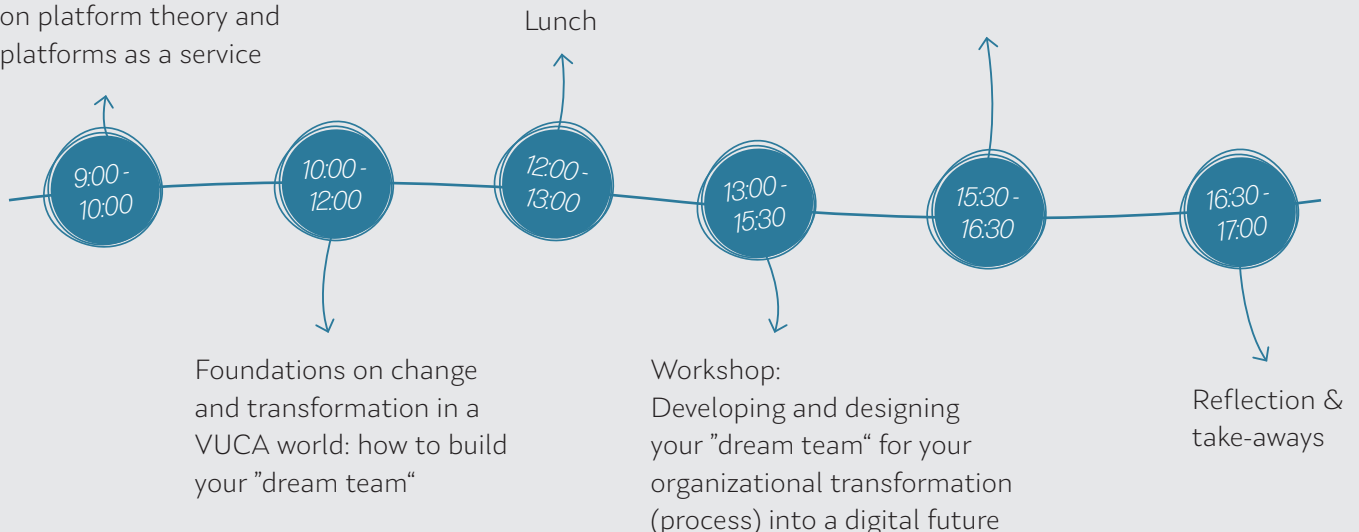
For registration  
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# Agenda - Day 2

## Develop and design your transformation process into a digital future

Interactive session  
on platform theory and  
platforms as a service

Presentation and  
discussion of results



# Facilitators & Enablers

## Univ. Prof. Dr. Markus F. Peschl

Founder and Chief Science Officer, Professor of Cognitive Science and Innovation at the University of Vienna. In his research, Markus is driven by the question as to how novelty and innovation come into the world. In his work, he brings together innovation, knowledge and cognition in an interdisciplinary manner. Markus has long-standing international experience in consulting projects; he has published more than 140 papers and 6 books.



## Thomas Fundneider, MBA

Thomas Fundneider is founder and Managing Director of Knowledge and Innovation Architects theLivingCore. Having his background in landscape architecture, his focus for many years has been on establishing an innovative and entrepreneurial culture and mindset in organizations. He is a board member of PDMA Germany as well as Bertalanffy Center for the Study of Systems Science, and lectures at several European universities in Europe.



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