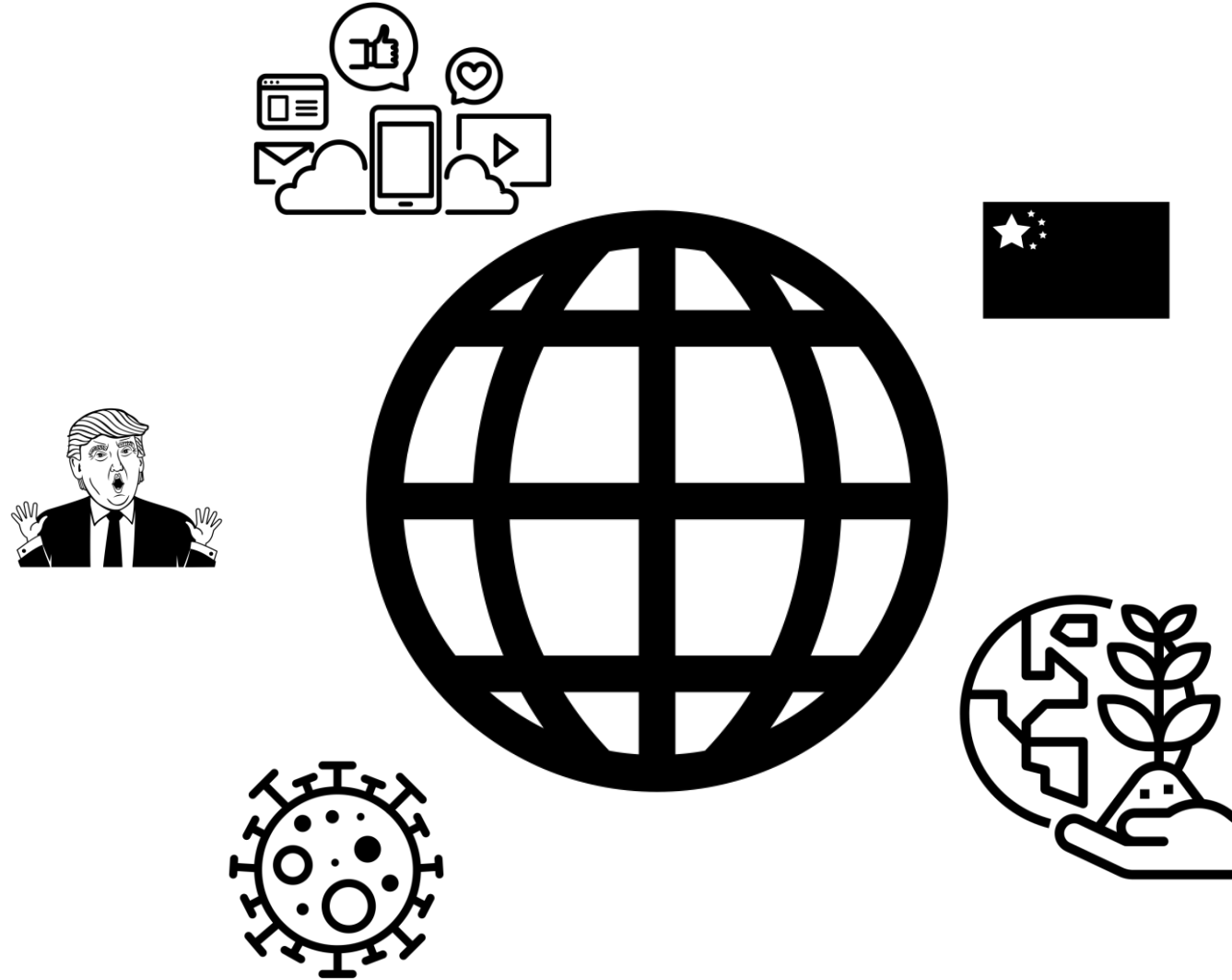


Chief Vuca Officer
How digitalization
changes the way
we work.

Welcome to
Zürich, Switzerland.



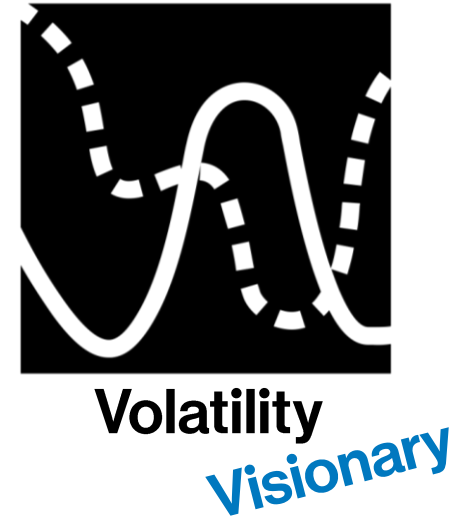
VUCA



Zürich, Switzerland.

*Source: all icons in this presentation are from thenounproject.com

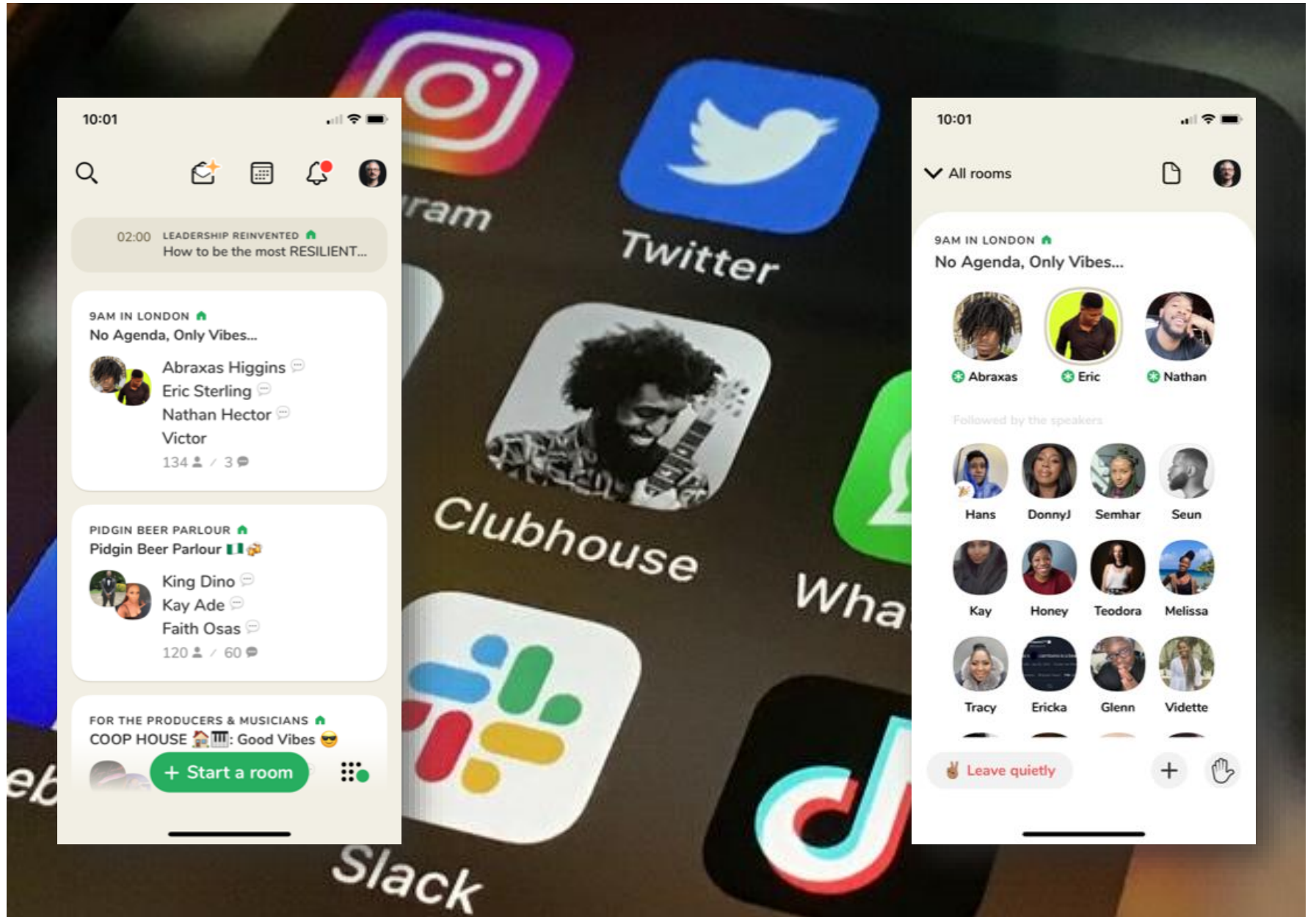
VUCA



Zürich, Switzerland.

Clubhouse

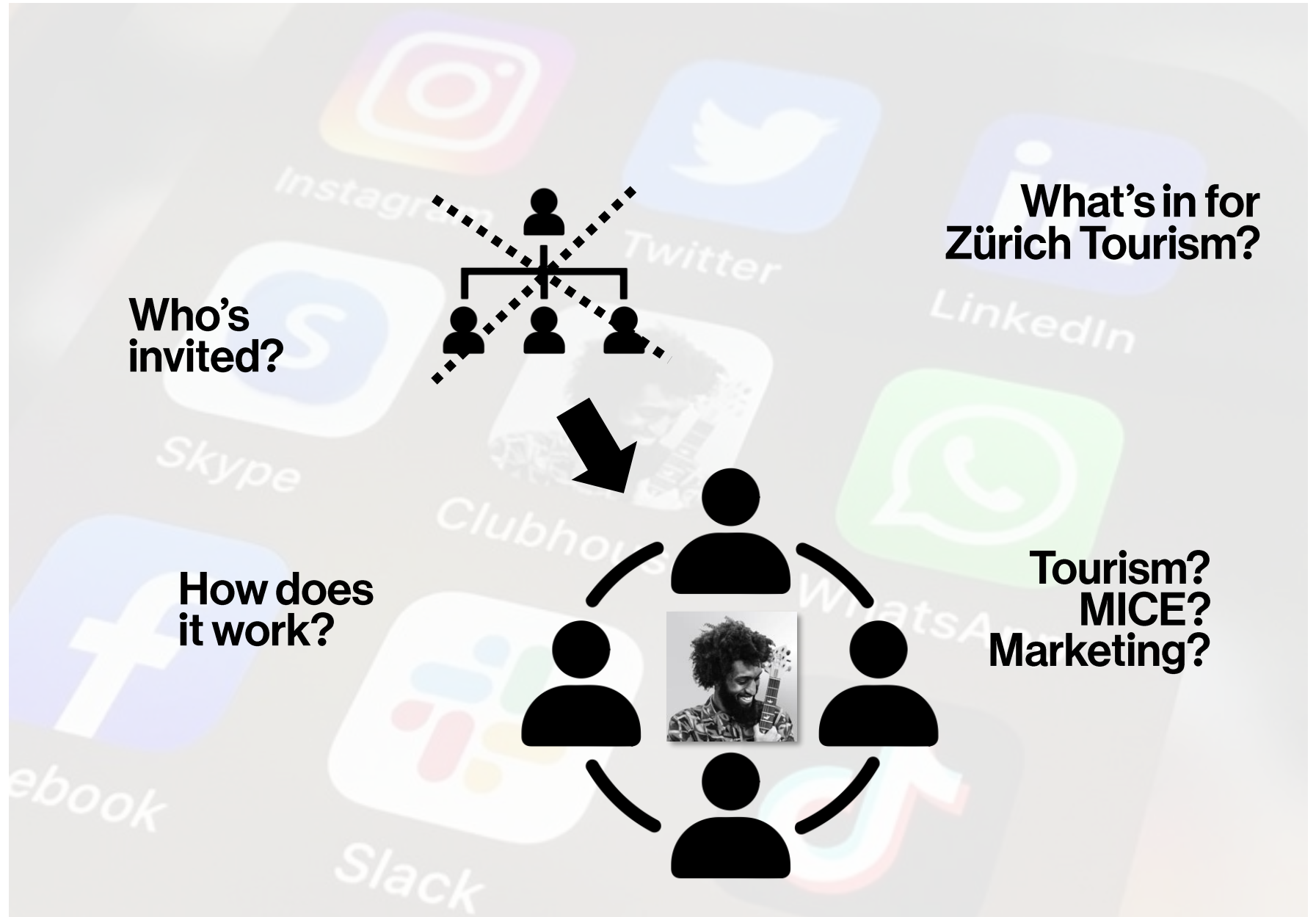
The new shit, now!



Zürich, Switzerland.

Clubhouse

The new shit, now!



Zürich, Switzerland.

Organizational change with buzz words?

Business Model Innovation

Lean Innovation

Design Thinking

Agile Development

Scrum

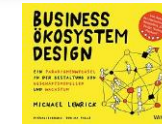
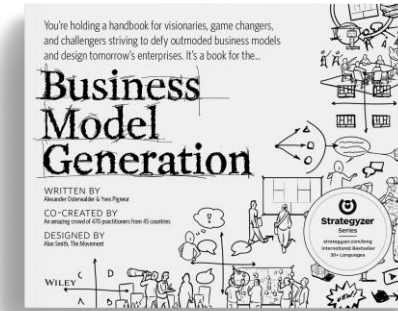
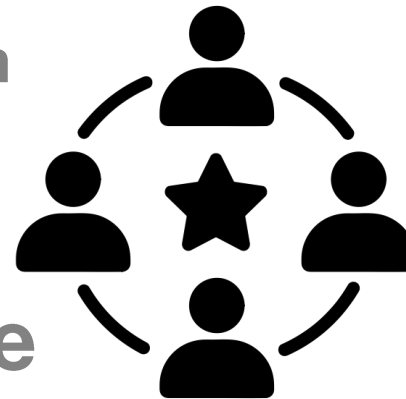
Kanban

Purpose

Holocracy

The Why

Zürich, Switzerland.



A few insights with Zürich Tourism



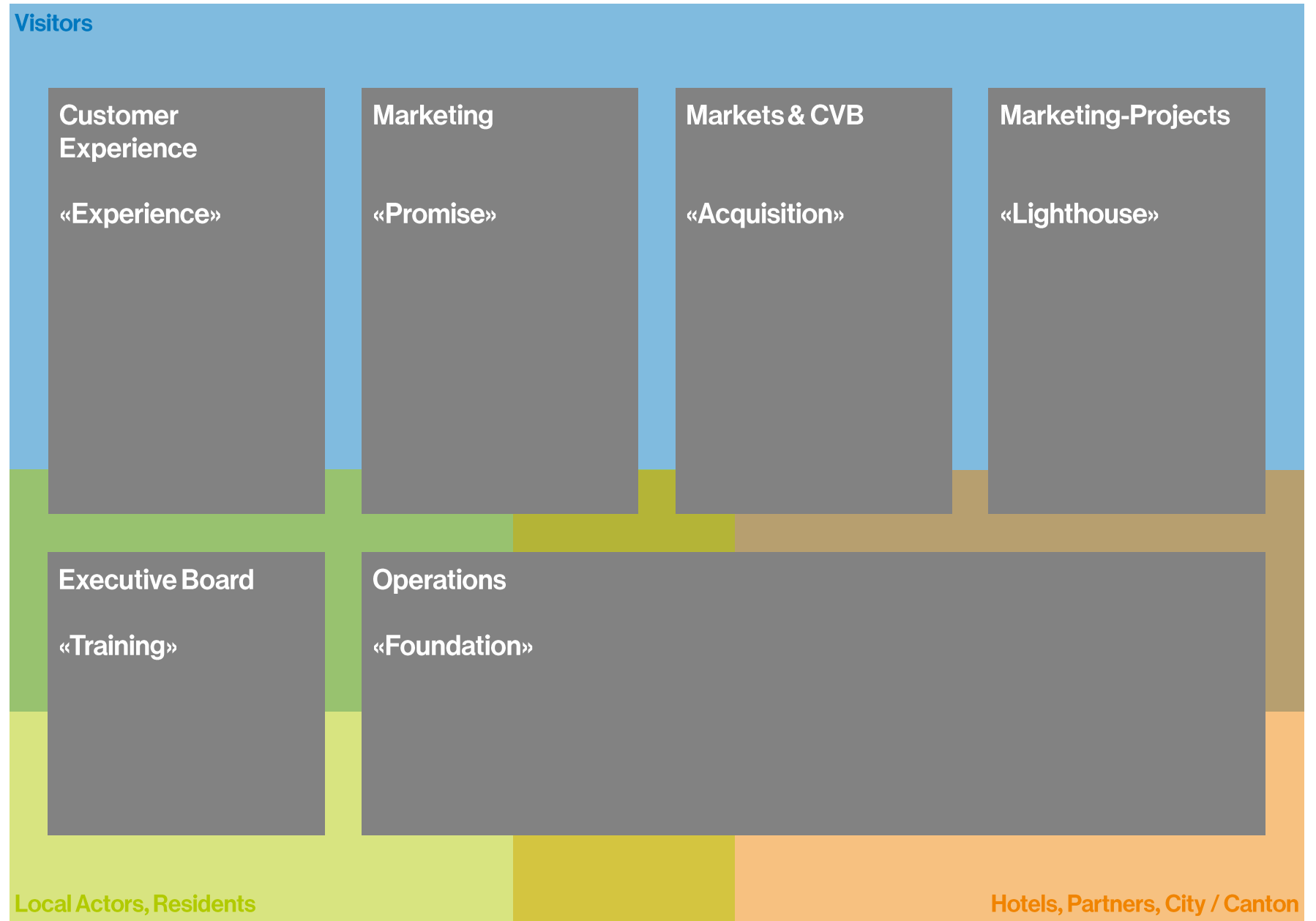
Zürich, Switzerland.

**Mindset, learning,
enabling**



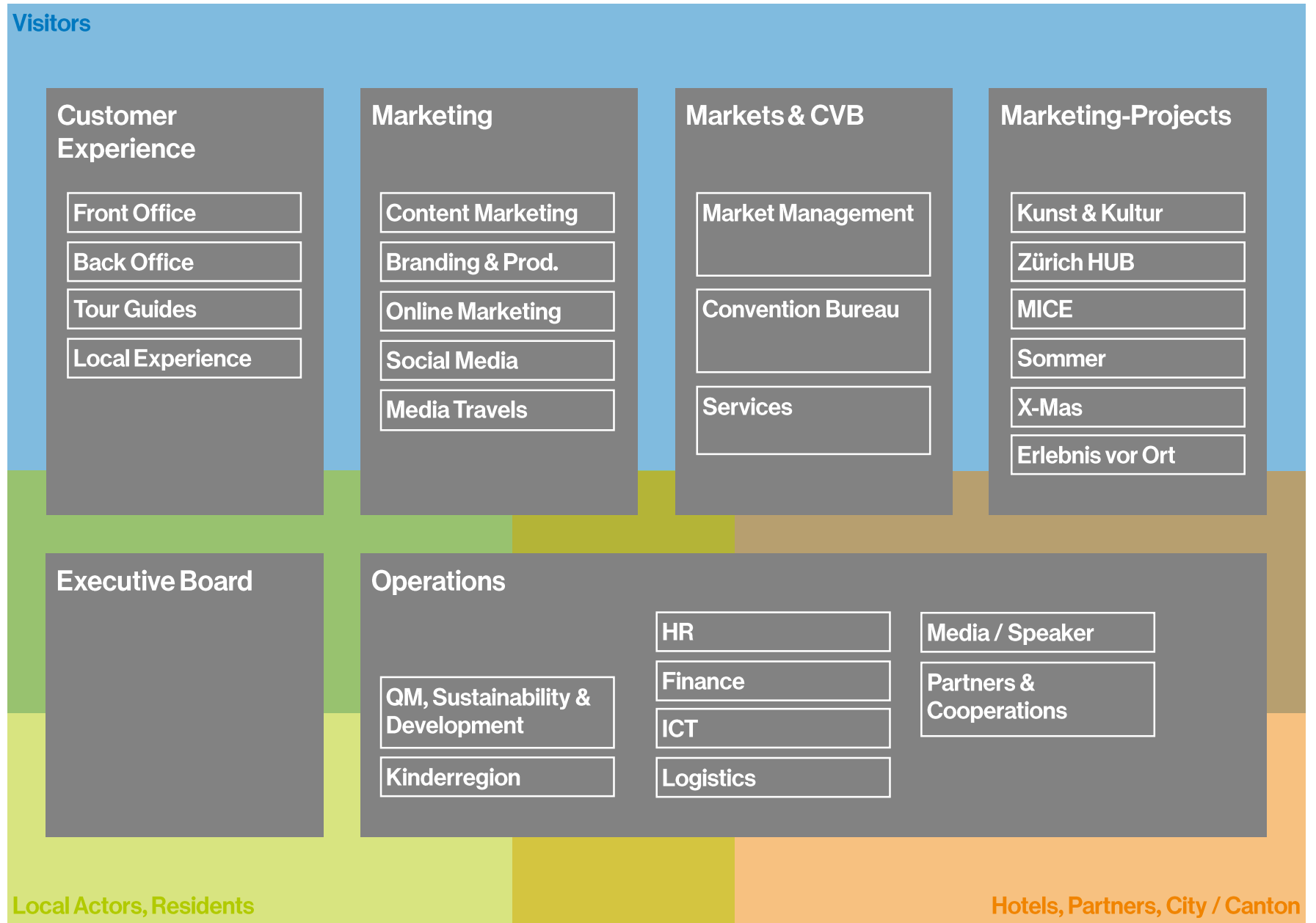
Zürich, Switzerland.

Roles



Zürich, Switzerland.

Roles



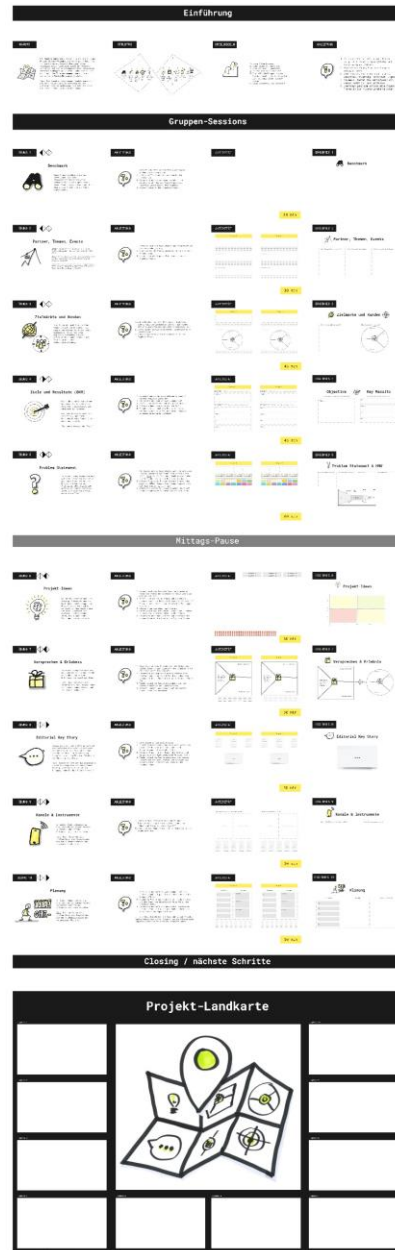
Zürich, Switzerland.

**Setting,
infrastructure**



Zürich, Switzerland.

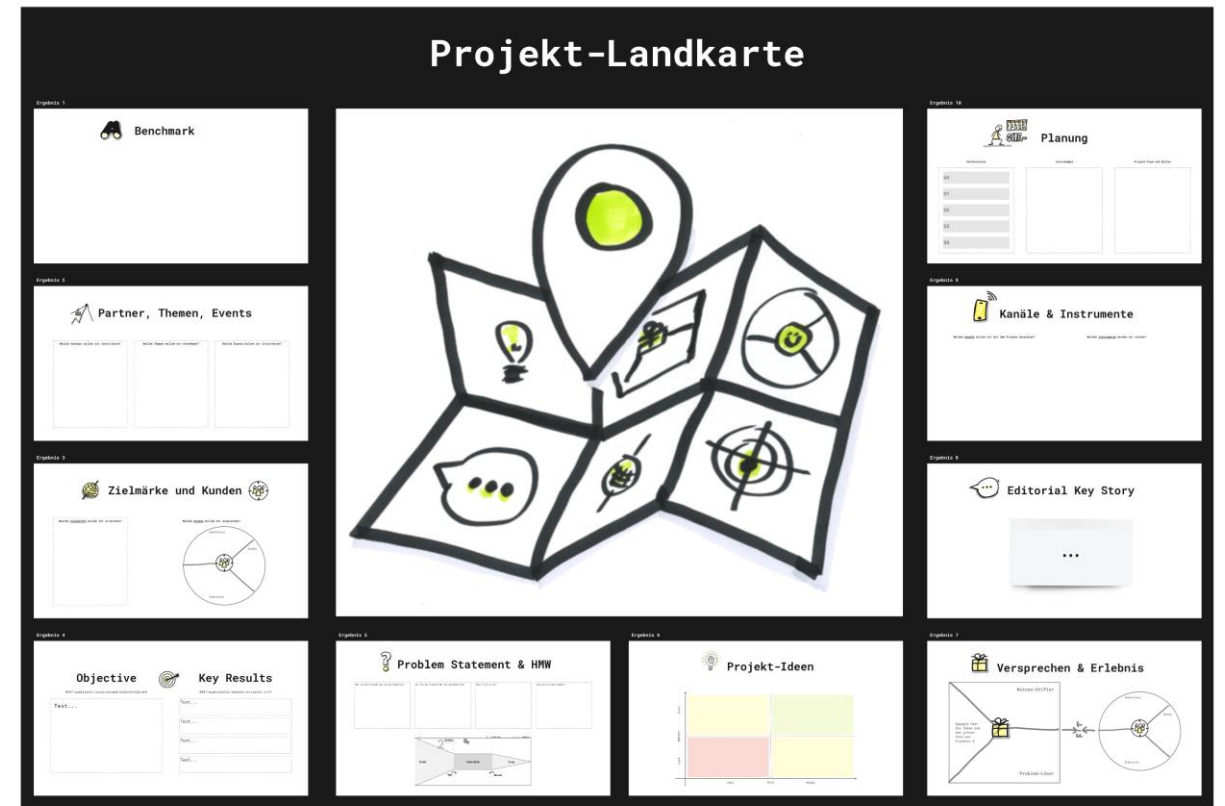
Setting,
infrastructure



Zürich, Switzerland.



Microsoft 365



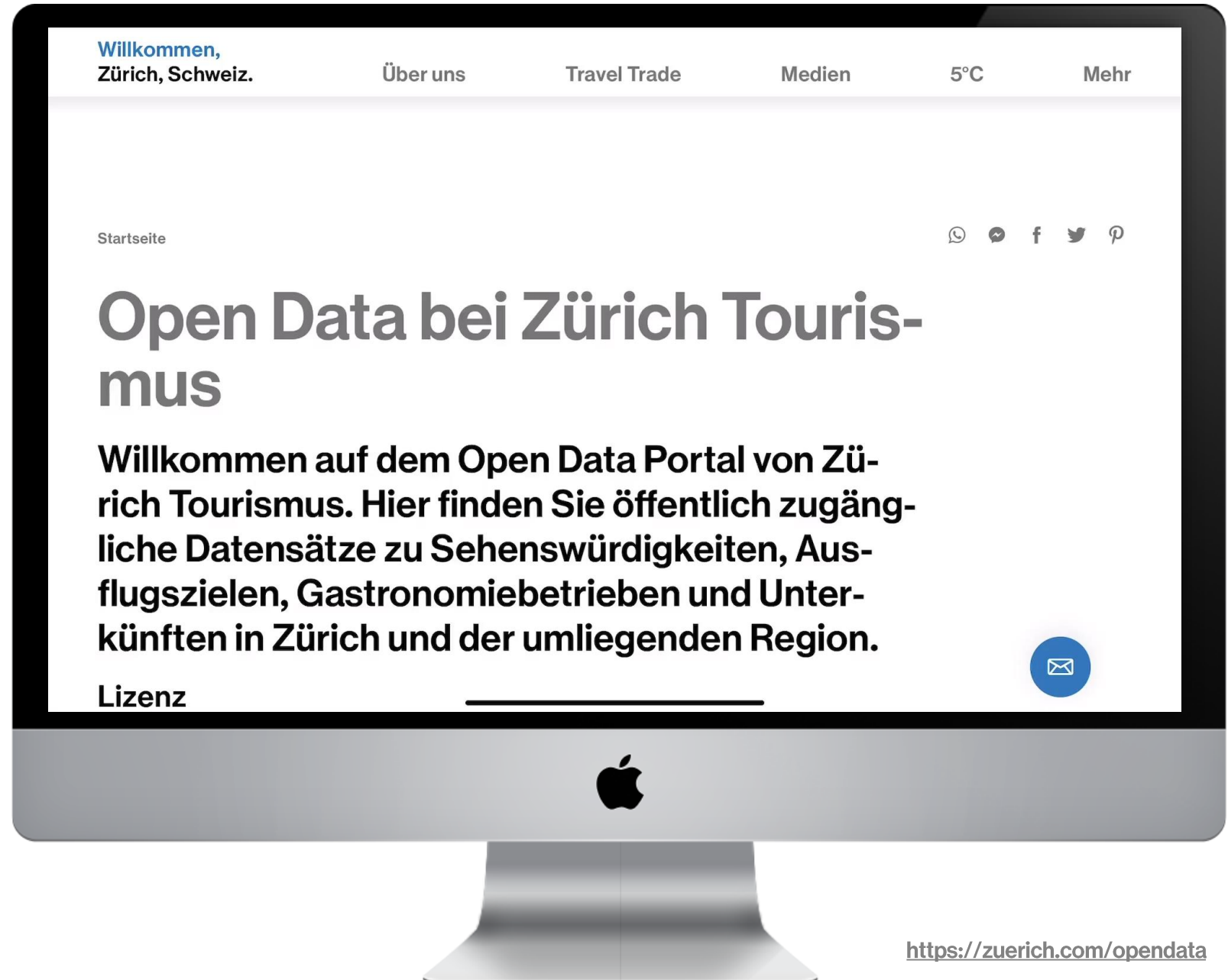
Markus Storzmeijer, 2021, info@storzmeijer.com

Do!



Zürich, Switzerland.

Self-organization



Zürich, Switzerland.

<https://zuerich.com/opendata>

Self-organization



Zürich, Switzerland.

Self-organization



Zürich, Switzerland.

Purpose



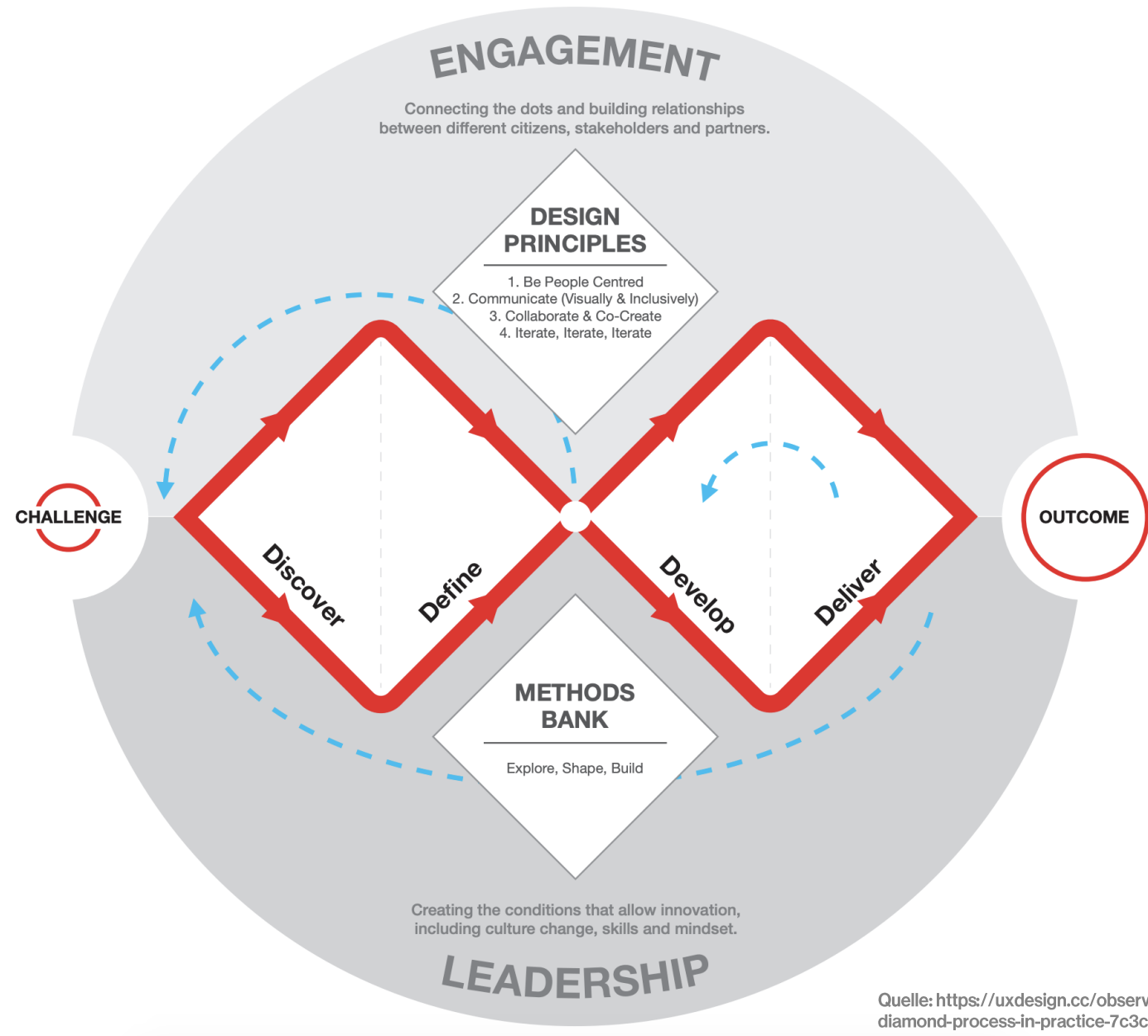
Zürich, Switzerland.

**Learning-cycles
and sustainability**



Zürich, Switzerland.

To travel is a better thing than to arrive...



Zürich, Switzerland.

Quelle: <https://uxdesign.cc/observing-the-double-diamond-process-in-practice-7c3c7c33a2ba>

**Thank you for your
Attention and do you
have questions?**

Martin Sturzenegger
CEO
Zürich Tourism

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zuerich.com, [#visitzurich](https://twitter.com/visitzurich)

28.01.2021
OECD-EC Policy
Workshop, Zoom

**See you soon in
Zürich, Switzerland.**

