

# CODECAMP:N

We develop the future out of 0 and 1





#Cambrian Explosion

**Incumbents**



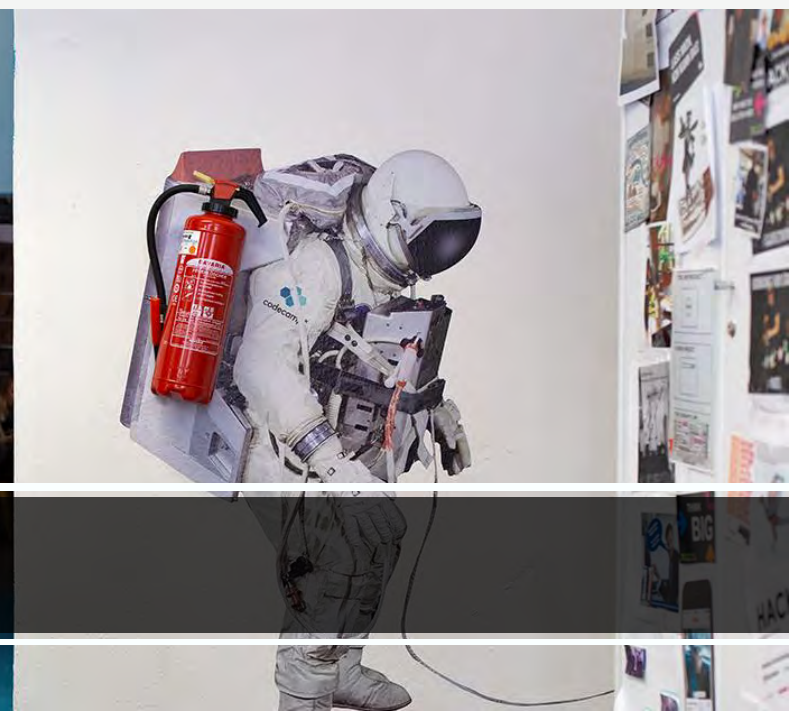
**Start-ups**

#Digital Transformation



#Digital DNA



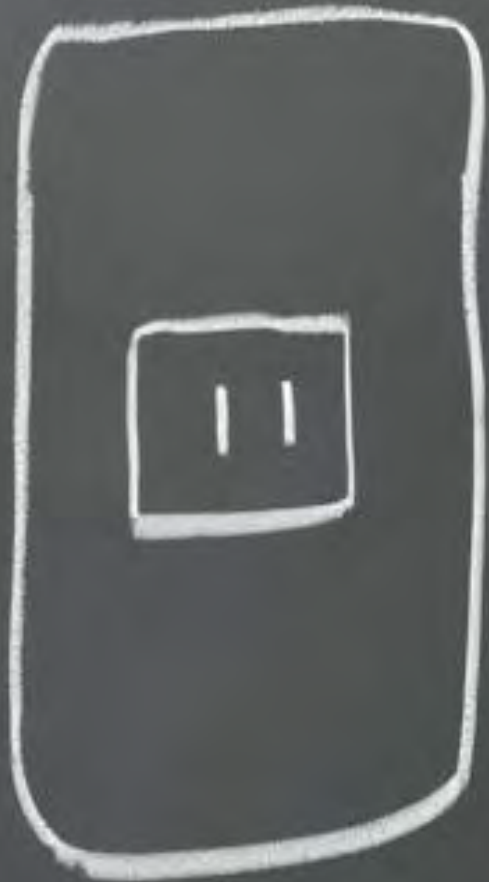


#CodeCamp:N

“

*If you digitize a shitty process, then you have a shitty digital process.*

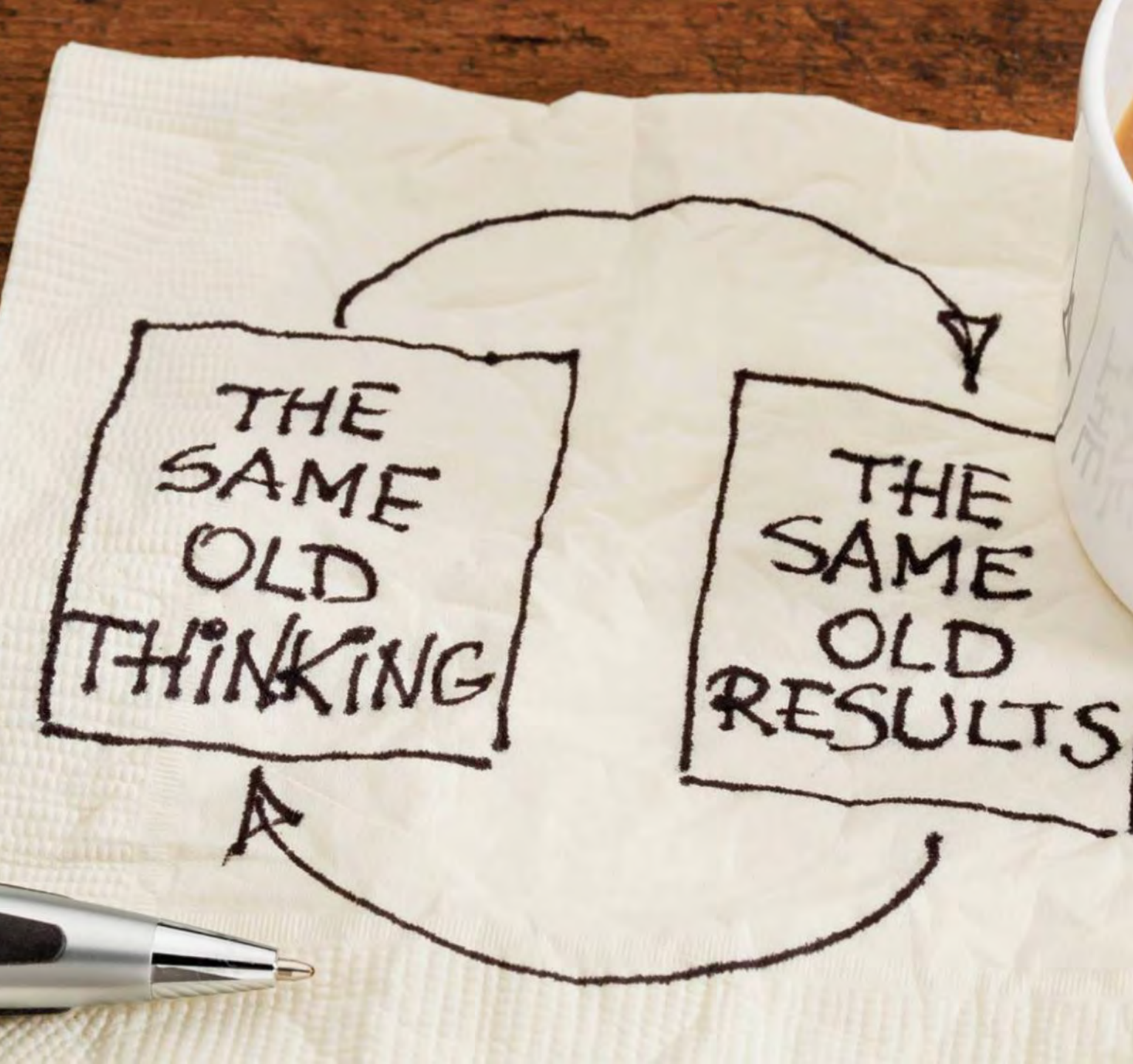
Thorsten Dirks, Executive Board  
Member of Deutsche Lufthansa AG





“

#Changing results  
are achieved only  
through Changing  
behavior.







# The Prussian army





General

# The battle of Jena and Auerstedt



General



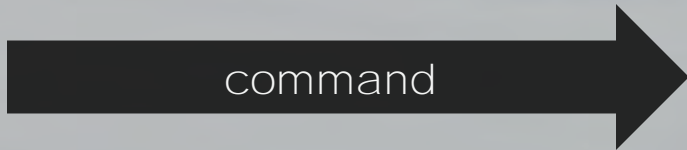
Captain

# The battle of Jena and Auerstedt





General

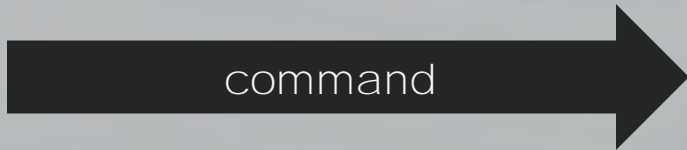


Captain

# The battle of Jena and Auerstedt



General



Captain



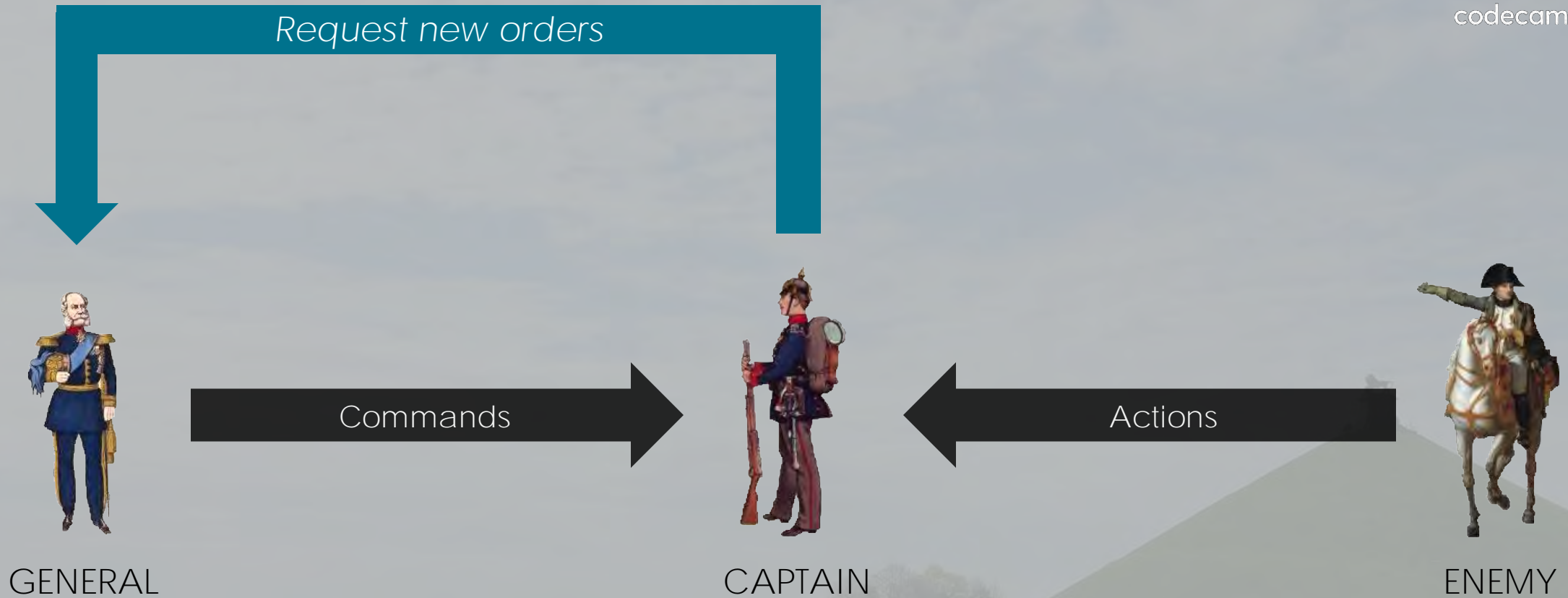
Enemy

# The battle of Jena and Auerstedt



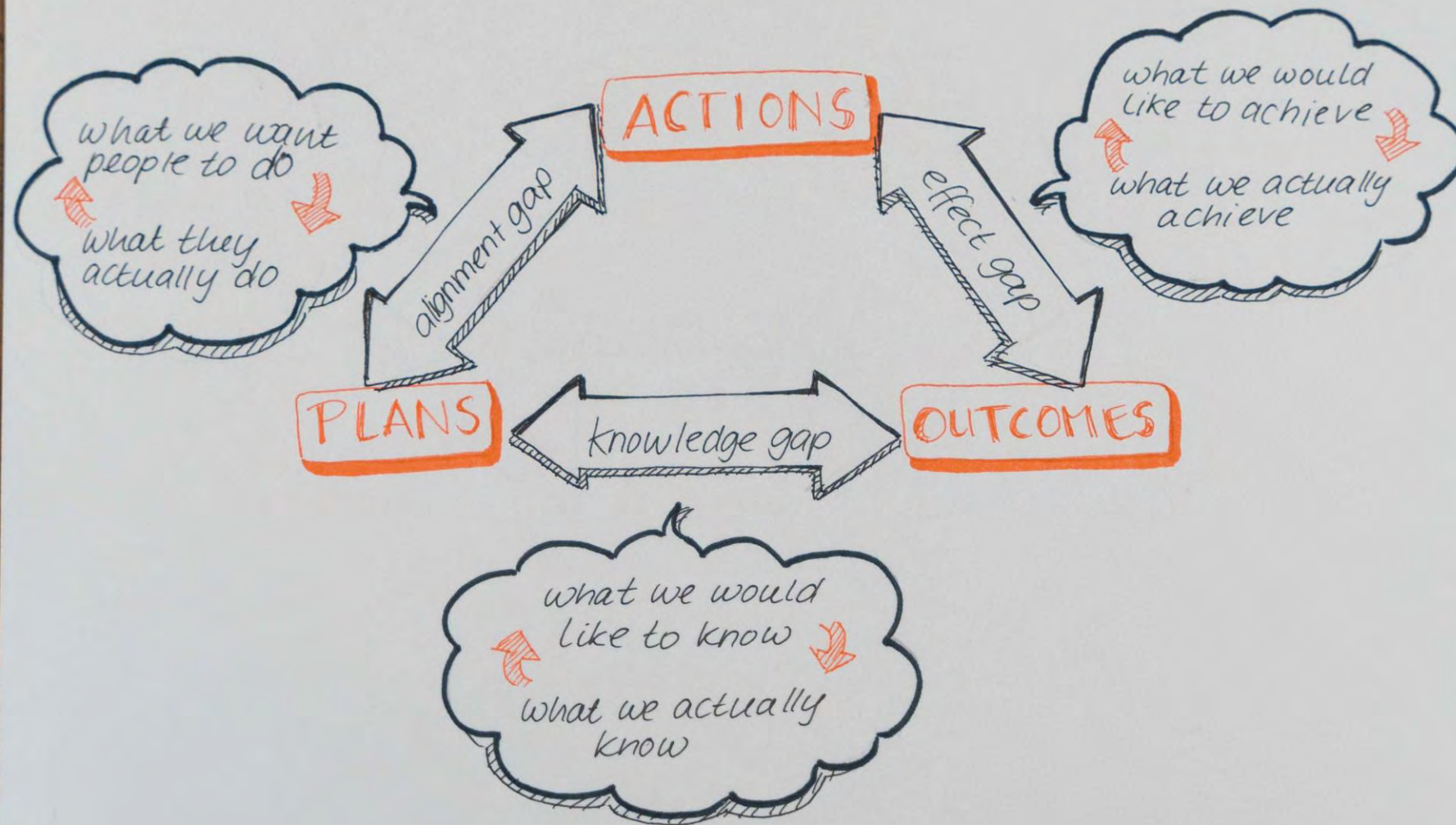


# The battle of Jena and Auerstedt



# The battle of Jena and Auerstedt





# The three gaps



**INTENT**  
what to achieve  
and why

alignment


autonomy

**ACTIONS to realize INTENT**  
what to do and how



# Auftragstaktik



A detailed oil painting of Napoleon Bonaparte on a white horse, wearing a red cloak and a bicorne hat, with a dramatic, cloudy sky in the background.

# There are no bad teams – only bad officers

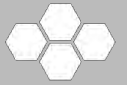


**SPICE UP YOUR LIFE**



# Wannabe





codecademy<sup>N</sup>



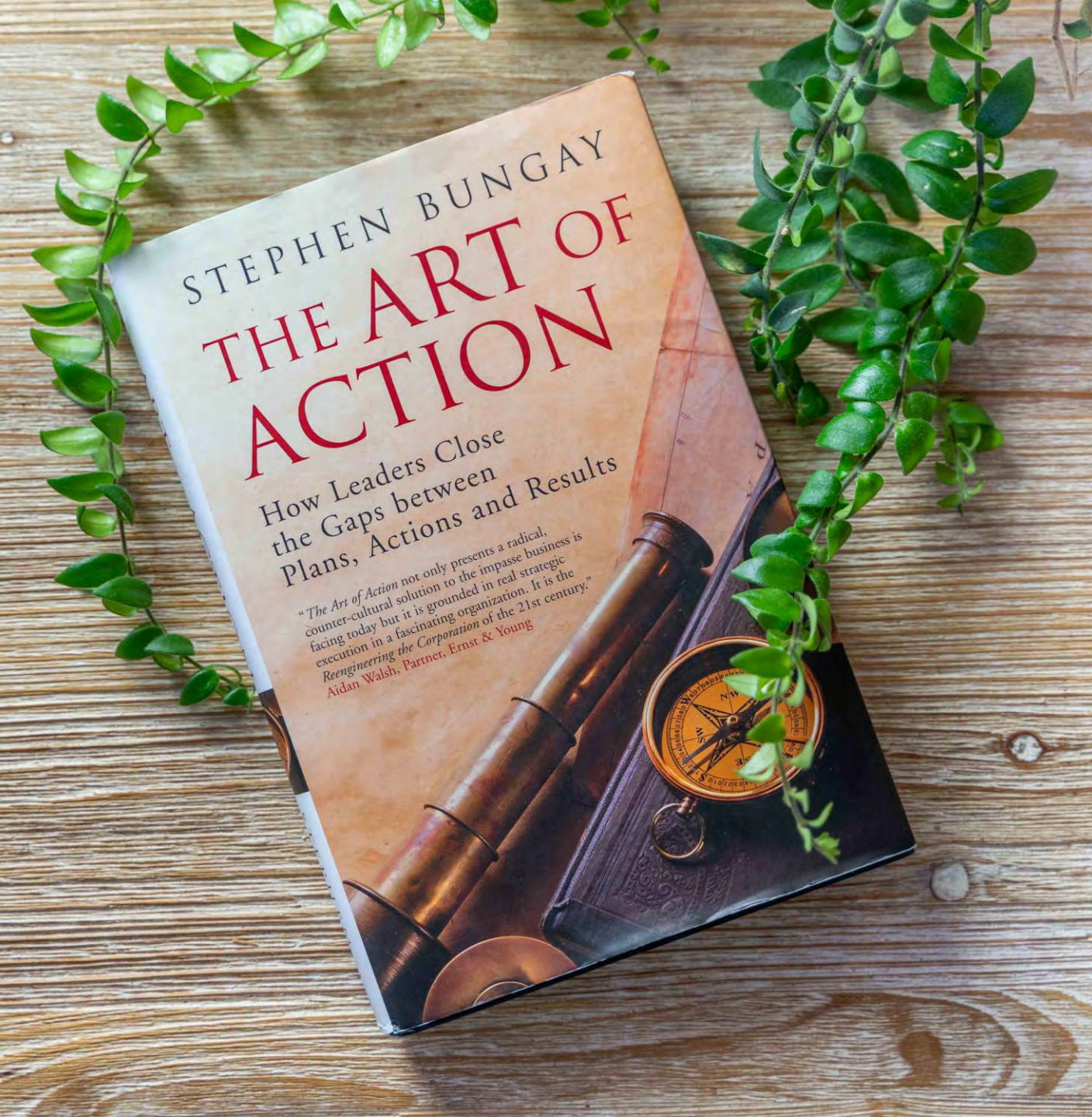
# First step of digitalization is change





# It's not about technology, it's all about the people





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