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## Press Release 08.2015

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Digital leadership: Kienbaum study reveals the skills managers need today

### Digital transformation: Calling for change and communication skills

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- » Digital leadership: These are the top-3 leadership skills required in the wake of digitalization
- » Only seven percent of companies use data analytics
- » Kienbaum study reveals the three key processes for HR professionals during digital transformation

**Duesseldorf, 17 August 2015** HR professionals have a clear sense of what digital leadership can mean: In order to master the digital transformation, companies need leaders who can combine change management, communication, and networking skills without forgetting to appreciate the contributions of the individual employee on the ground, as a new study published by the Kienbaum consulting firm reveals.

“Digital leadership demands of executives to bring in their traditional management skills and add new leadership concepts: With all of the digital processes and business models that managers need to get their heads around, people and organizations remain the very core of modern leadership”, Walter Jochmann, Managing Director of Kienbaum Consultants International, explains. For the HR trend study, the consulting specialists at Kienbaum surveyed 187 leading HR professionals at Kienbaum’s traditional annual conference.

**Digitalization: When leadership and cultural management come into their own**

The HR professionals surveyed by Kienbaum point to three activities in HR management that will gain particular relevance in a period of digitalization: leadership and cultural management, organizational development and transformation management, and the digitalization of HR processes and systems. "Business would do well to give HR a key role if they want their digital transformation to succeed. Making convincing progress in these three areas with executive management at your side will be a herculean effort for everybody involved", Hans-Werner Feick, Managing Director at Kienbaum Management Consultants, emphasizes.

**Digital solutions remain the poor relation at many companies**

For many of the surveyed companies, the digital age has not yet fully begun: Only around seven percent of them use data analytics, putting the great benefits offered by big data out of reach for a large majority of businesses. Only one in five companies rely on cloud-based solutions to process or store their data with contemporary means. Hans-Werner Feick: "Digital transformation comes from the market and sows its seeds in people's minds long before it takes root in processes and systems. At most businesses, the seedlings still remain buried in people's heads – that is where we need to go to bring concepts and innovations out into organizational reality."

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**Kienbaum – Excellence in People & Organization**

Kienbaum is one of the leading consulting firms in Germany and across Europe. We offer our clients holistic advice for all concerns relating to people and organizations. Kienbaum's interdisciplinary consultancy teams combine exceptional competences in HR, management, and communication consulting with substantial industry expertise. We employ the key levers for transformations to achieve a sustainable improvement in our client's performance. Our expertise with reconciling digital and analog processes and business models and the intensive involvement of our Kienbaum research institute complement our consulting profile.

Kienbaum was founded 70 years ago in Germany and still operates as a family enterprise with established management partners. We are present in all major hubs of the German economy and maintain 35 local offices across 19 countries. In addition to successful family enterprises and global market leaders, we count major corporations among our clients.

[www.kienbaum.com](http://www.kienbaum.com)

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