



THE ART OF NEW

THE ART OF NEW BUSINESS

BODY, MIND AND SOUL OF DIGITIZATION

An interactive dialogue and panel at the
World Economic Forum in Davos, Switzerland
January 20 - 25, 2019





BACKGROUND

The rapid digital transformation is overburdening people, companies and organizations, fueling fears of the future. New developments in technology, society, and environment are met with suspicion and skepticism. It seems that digitization is taking over our lives. But what about us humans?! Where do we fit in? And how can we shape our future? Is it possible to create a smart and joyful digitization process?

Welcome to an interactive dialogue and panel session that offer answers to these questions by sharing concrete stories of best practices and orientation. Both events, the dialogue and panel session, trigger a continuous dialogue by sharing and building on the captured content in social media channels on a daily basis. Our intention is to co-create joy and inspire the audience to do so likewise.

WE SHOW AND CO-CREATE STORIES THAT ADDRESS

- How to create a new mindset for digitization
- United Nations Sustainable Development: goals and examples of hope and orientation
- Social Business as orientation for future business
- Human Business: examples and best practices
- Agile transformation
- Modern workplace
- The future is female
- How the focus on co-creating joy is a driver for mastering digitization
- A holistic approach to digitization: Body, mind and soul

DIALOGUE

DATE: JANUARY 20 AND 21, 2019

START: 10 AM, END: 3 PM

LOCATION: PARSENN SKI RESORT, CITY OF DAVOS

**MEETING POINT: LOWER STATION OF THE GOTSCHNABAHN:
GOTSCHNASTRASSE 23-17, 7250 KLOSTERS-SERNEUS, SWITZERLAND**

WE TAKE A HOLISTIC VIEW AT DIGITIZATION, ADDRESSING BODY, MIND AND SOUL

- We meet at the „Meeting Point“ at the summit of the Gotschnabahn in the ski resort of Parsenn. Take the Gotschnabahn from Klosters to the top. The Meeting Point is at the exit to the slopes.
<https://www.bergfex.com/davos-parsenn/panorama>
- In case, the Parsenn Ski Resort is closed due to storm, the event will be moved to the ski resort of Davos Jakobshorn. Meeting Point will be the mid section of the Jakobshornbahn.
<https://www.bergfex.com/davos-jakobshorn/panorama>

AGENDA: Join us for a day on the slopes and share your stories about digitization and existing scenarios people can relate to for hope and orientation. Once we are on a lift we start our dialogues and capture your stories on film or camera as input for our panel in the Equality Lounge on January 24, 2019 at 3 PM as well as social media channels.

AUDIENCE: Anyone interested in digitization channels.

REQUIREMENTS: You should be at least an intermediate skier, i.e., master „red“ slopes. By registering you give your consent to use your stories as well as pictures or film material for our panel and / or social media channels.

PRICE: Free. But you have to buy your own ski pass and food.

RESERVATION:

www.eventbrite.com/Dialogue_The_Art_of_New_Business_Body_Mind_and_Soul_of_Digitization

COME ON ONE OR BOTH DAYS. YOU PICK.

PANEL

DATE: JANUARY 24, 2019, STARTING FROM 3:00 P. M.

LOCATION: EQUALITY LOUNGE, CITY OF DAVOS

THE PANEL TAKES OFF WHERE THE DIALOGUE LEFT OFF

- We share lessons learned from the Dialogue session of the previous day
- We create a dialogue space for co-creation processes
- We turn fears into joy by sharing stories of success and joy

OUR PANELLISTS

- **Barbara Bulc**, Founder and President, Global Development
<http://www.gd-impact.org>
 Ambassador for Reboot the Future
<https://www.rebootthefuture.org>
- **Hans Reitz**, Co-Founder, The Grameen Creative Lab
<https://grameencreativelab.com>
- **Harald Neidhardt**, CEO & Curator, futur.io
<https://futur.io/author/harald-neidhardt/>
- **Dr. Thomas Juli**, Co-Founder and New Business Architect,
 The Art of New Business
<https://www.the-art-of-new.de/#team>

MODERATION:

- **Shelley Zalis**, CEO, The Female Quotient
<https://www.thefemalequotient.com/our-story/>

VIDEO MESSAGES FROM:

- Richard Sheridan, CEO of Menlo Innovations, bestselling author of Joy, Inc. and Chief Joy Officer: How Great Leaders Elevate Human Energy and Eliminate Fear
- **Pending**: Mohammed Yunus, Nobel Peace Laureate

FOLLOW-UP

- Continued dialogue with interview partners and audience involvement
- Instant capturing of dialogue and results
- Capturing key content on photo and video
- Sharing captured content via Social Media (e.g. LinkedIn, Facebook, Instagram) and in Q2 19 via a separate app and content and story-telling platform
- Goal is to have 365 snippets / photos available for daily inspiration



ABOUT US

"Designing human business in the digital world"

We explore, co-create and share new ways how to shape business. We are focusing on what matters most: human values, needs and potential. For this purpose we offer CoCreation Labs, executive coaching and a content- and story-telling platform.

We help develop orientation and tangible results. Fast.

We are a mix of a think tank, a digital agency, an executive coaching company and an innovation accelerator.



PETER DUMONT

- CEO & Co-Founder The Art Of New
- Former Partner Communication Lead Microsoft
- Expert on digital transformation & communication
- Passionate drummer



DR. THOMAS JULI

- New Business Architect & Co-Founder The Art Of New Business
- Expert for agile leadership
- Coach for human business transformation
- Loving Tango Argentino

CONTACT INFORMATION:

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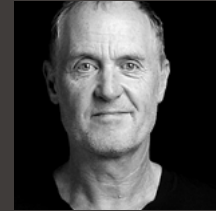
THE ART OF NEW

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TYRON MONTGOMERY

- Chief Creative Officer & Co-Founder The Art Of New
- Oscar-Prize-Winner
- Business artist
- Internet evangelist



TOM BÄCKER

- Creative Director The Art Of New
- Wide agency and customer experience
- Combines design and strategy
- Can handle golf balls



SABINE SCHWIND VON EGELSTEIN

- New Business Architect & Personality Coach
- Expert for agile corporate culture & communication
- Coach for healthy Work-Life-Blending
- Passionate „Possibilist“



CHRISTOPHER WEBER FÜRST

- Chief Strategic Futurist
- Global unconditional co-creator
- Expert on transformation 2 Teal
- Passionate guitar player



CHRISTIANE ROHN

- New Business Architect
- Expert on dialogue process & group dynamics
- Coach for change & transformation
- Passionate about nature & music