

Press Release | Berlin, 28 January 2015

LEADERSHIP FOR INDUSTRY 4.0 AND BEYOND

International think-tank 2020Plus returns with high-level event to help maximise Berlin's future as a leadership hub.

Berlin is poised to become a European hub for the digital economy, the health economy, energy and technology. Yet this will demand a significant up-scaling in the quality of leadership available to companies. This is according to Mal Fletcher, Social Futurist and Chairman of the 2020Plus international think tank on leadership and social change based in London.

Berlin has already been identified as a potential leading centre for developing important services for Industry 4.0, in which the analogue and digital worlds merge to create new approaches in science and industry.

Playing a prime role within Industry 4.0 will require a bold brand of leadership which moves beyond the normal metrics of management,' says Fletcher. This new leadership, he believes, will create cultures which focus on exceptions rather than norms and in which 'risk is the new status quo'.

'Studies consistently show that Berlin has the potential to be a game-changer in many highly innovative sectors of industry, including the digital economy, new forms of automation, fuels, biotech and healthcare,' Fletcher adds. 'To achieve that, companies and civic institutions will need to abandon benchmarking as the default language for decision-making. Educators will also need to focus more on teaching leadership skills as distinct from traditional management disciplines.'

'Leaders in business, academia and civic institutions will need to see themselves as cultural architects rather than mere title-holders or facilitators.' This, he says, will become more important with rapid changes in demography – particularly the rapid rise of the Millennial generation (aged 18-33) and the even more challenging Generation Edge (aged under 18).

Both generations share a globalised and digital mindset, which focuses on plurality of values and level-playing-field structures. This presents special challenges for leaders when it comes to inspiring loyalty and focused, strategic thinking. Moreover, Generation Edge is showing signs of being a much more reformist and rebellious cohort than Millennials. This new generation will look to disrupt and re-construct any enterprise with which they're connected, Fletcher believes. Business and civic leaders will need to know how to proactively engage with and channel this rebel-mindset. *'The agitating impact of Generation Edge will be behind many of the truly ingenious ideas that will drive Industry 4.0,' says Mal Fletcher. 'Leaders need to be prepared to encourage disruption and deconstruction, whilst keeping a clear end goal always in mind.'*

Mal Fletcher, a renowned leadership broadcaster, author and coach with more than 30 years worldwide experience, will speak at the **2020Plus Berlin Business and Civic Leadership Event** on March 12. Fletcher is well-known for his broadcasts on issues of leadership and social change on the BBC and other major media and press platforms. The event, hosted by Berlin-based Futureminded Group, is the sequel to an event held last year.

Mark Wilkinson, CEO of Futureminded Group says, 'Last year's event was very well received by the invited leaders, each of whom holds a significant position within business and academia. Many requested a follow-up event, so that we could pursue further strategic discussions about Berlin's future. This new event is all about keeping Berlin ahead of the change curve in terms of leadership and change.'

Notes for the editor:

The event will be held on 12th of March 2015 at Haus Ungarn, Karl-Liebknecht Str. 9 in Berlin Mitte, from 9:00-12:00 am. Meeting time for press representatives is 08:45 am. For more information on the event please visit [here](#). Photos can be downloaded [here](#). For questions or if you want to arrange an interview with Mal Fletcher, please contact:



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About the Event:

The second 2020Plus Berlin Business and Civic Leadership Event in Berlin will help civic leaders, in local and regional government, business, education, public services, media, charities and more, to:

- Identify the major leadership skills required for Industry 4.0 and beyond
- Discuss change issues with like-minded, resourceful leaders in academia, business, the start-up culture and civic leadership
- Proactively engage likely technological and social changes before they occur
- Establish cultures in which invention is normal
- Engage in ongoing dialogue for positive change.

About Mal Fletcher:

A respected social futurist, global leadership speaker, author and broadcaster (BBC, Sky, ABC etc) focusing on the implications of social change for companies and communities.

About Futureminded Group:

The Futureminded Group is a Berlin-based think tank founded in 2013 that combines research on the challenges the city of Berlin faces with concrete projects supporting positive social change. The think tank's approach focuses on how social entrepreneurship and leadership innovation can be applied in different sectors to contribute to the well-being of society as a whole. Goal of the projects of Futureminded is to connect people so that ultimately they can bring about positive change in their organisations, in Berlin and beyond.