



My Personal
Journey Playbook
2021



IMPRESSUM

Editor:
Alexander Doujak GmbH
Lainzer Straße 80, 1130 Vienna
Austria

office@doujak.eu
Telefon +43 (1) 306 33 66

Layout and digital imaging: Susanne Hun
Project Lead: Sandra Lehner
www.doujak.eu



We would like to express our gratitude to all corporate leaders and consultants from across Europe, the Americas, and Asia Pacific who shared their views on 2021 in our "Global Survey", providing us with food for thought for our own 2021.

Please use these results as a **starting point for your personal inspiration**. Each section provides exercises for your individual design of your **"PERSONAL JOURNEY 2021"**.

We wish you a successful 2021, have fun AND good insights with this year's playbook,

Your Doujak Team

PS: You can use this playbook also during the year **for regular personal / team reviews**, updating your "journey itinerary 2021".

Keep developing
VON NIX KOMMT NIX.

TOPIC 1

FIRST THINGS FIRST: CONFIDENCE 2021

As 2021 unfolds, it appears that it's going to continue to be turbulent, bringing ongoing complexity to our everyday lives and the future of work. However, corporate leaders are expected to make critical decisions and solve complex problems for their organizations and employees.

So, what is giving you confidence for 2021 in these stormy times? On a personal level, the level of your teams, your organization and/or the whole world? Read here the most mentioned phrases and keywords using them for your own inspiration.

- 1 TEAM COHESION & FLEXIBILITY
- 2 MY OWN VALUES, ATTITUDE, COMPETENCIES, PERSONAL LEARNING & DEVELOPMENT
- 3 POSITIVE CRISIS MANAGEMENT EXPERIENCES
- 4 LIFE GOES ON, SUN WILL RISE AGAIN
JOINT EFFORTS FOR A SUSTAINABLE WORLD
- 5 OUR STRENGTH, AGILITY & RESILIENCE
AS AN ORGANIZATION
- 6 VACCINE
- 7 DIGITALIZATION & NEW WORK
- 8 FAMILY & RELATIONSHIPS
- 9 POSITIVE CUSTOMER FEEDBACK & MARKET OUTLOOK
- 10 CRISIS/CHANGE = CHANCE

"The vaccine will bring freedom again"

"Underlying customer demand"

"Life goes on, sun will rise again"

"Family & relationships create stability"

"As a team we are unbreakable in 2021"

"I am experienced, fit & mindful"

"In the crisis are lots of chances!"

"We have more opportunities to create & develop"

"Humans have the capability to develop and leverage technologies to deal with challenges"

"Digitalization is a COVID winner"

"Positive crisis management experiences with gaining experience in Covid we will manage even better in the future"





MY PERSONAL JOURNEY 2021: EXERCISE 1: CONFIDENCE

What is giving me confidence for 2021 in these turbulent times?

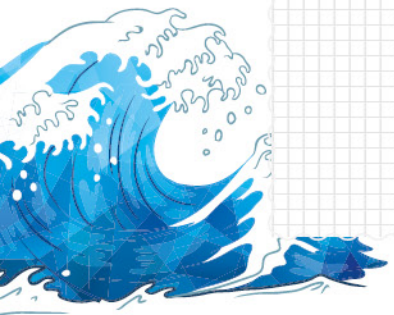
On a personal level, the level of my teams, my organization and/or the whole world?

PERSONAL LEVEL

TEAM LEVEL

ORG. LEVEL

WHOLE WORLD

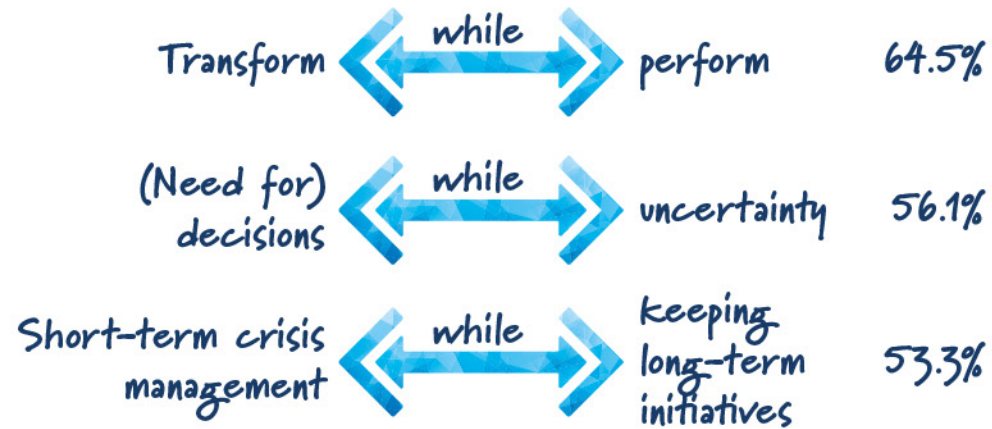


TOPIC 2

SUPERDUAL MEANS ...

... going beyond dilemmas, mastering dualities, going for „maximum stretch“ of our organizations.

These are the dualities which might be the most important ones in 2021.



Individual freedom
while
collective engagement

Sustainability
while
profit orientation

Efficiency
while
effectiveness

Do more / better
while
less resources /
more speed



MY PERSONAL JOURNEY 2021:
EXERCISE 2: SUPERDUAL "MY MAXIMUM STRETCH 2021"

STEP 1: ON THE LEFT YOU CAN SEE THE MOST NOTED DUALITIES,
WRITE DOWN THE **MOST IMPORTANT** ONE FOR YOU AND/OR ADD YOUR OWN



STEP 2: LOOKING AT YOUR DUALITY: WHAT ARE THE **CORE ELEMENTS** OF EACH POLARITY?



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MY PERSONAL JOURNEY 2021:
EXERCISE 2: SUPERDUAL "MY MAXIMUM STRETCH 2021"



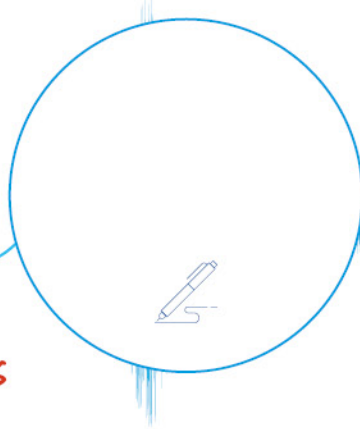
STEP 3

HOW DO I STRENGTHEN EACH POLARITY?

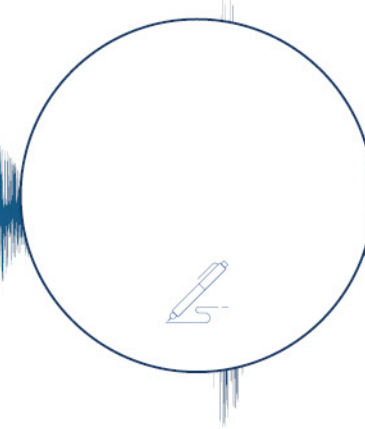


WHILE

Actions



Actions



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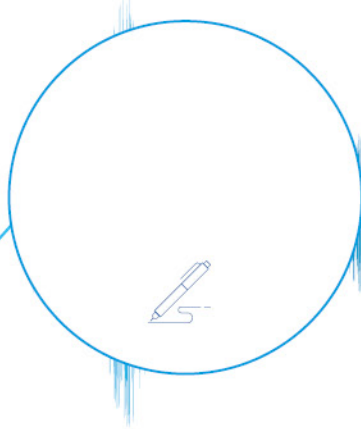
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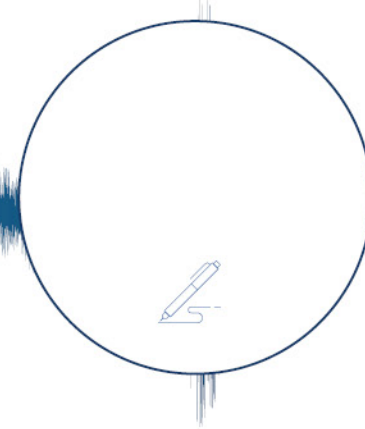
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STEP 4

CLEANING UP OUR HOUSE. WHAT DO WE STOP DOING?



WHILE



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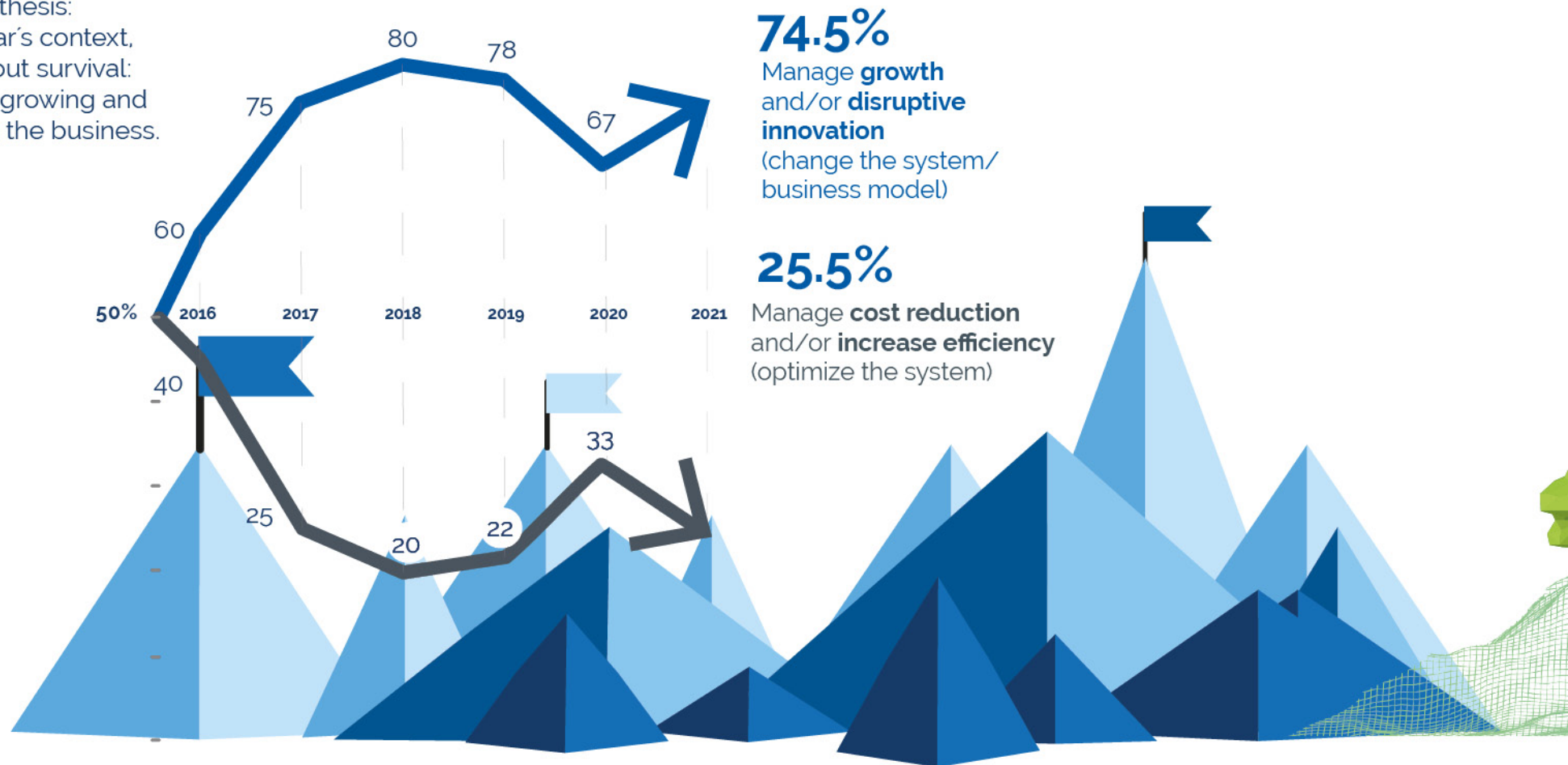
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TOPIC 3

GROWTH OR EFFICIENCY

The “classic question” we have been posing since the very beginning of our surveys - and we have seen dramatic shifts in the answers throughout the years. Have a look at this year’s rating.

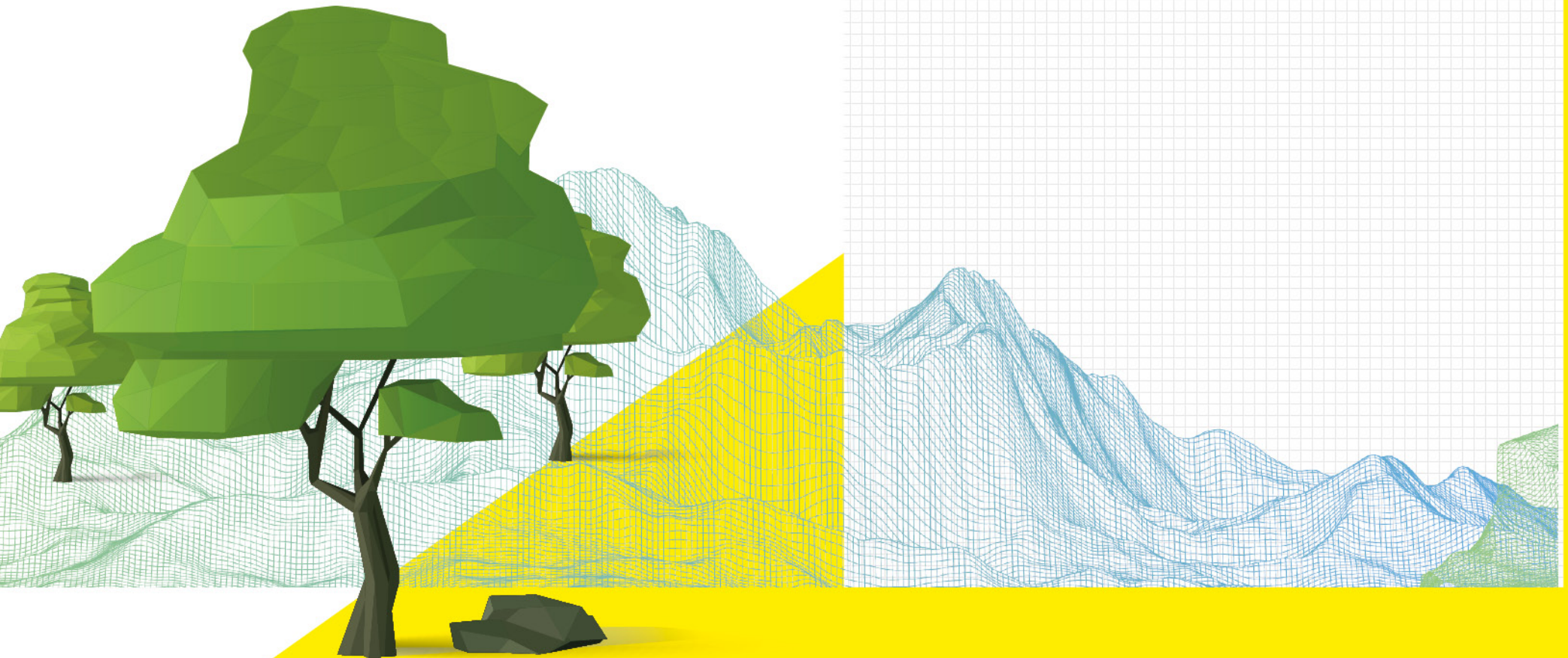
Our hypothesis:
In this year’s context,
it’s all about survival:
meaning growing and
changing the business.



**MY PERSONAL JOURNEY 2021:
EXERCISE 3: GROWTH & EFFICIENCY**

Implications for me, my team, and my organization in 2021:

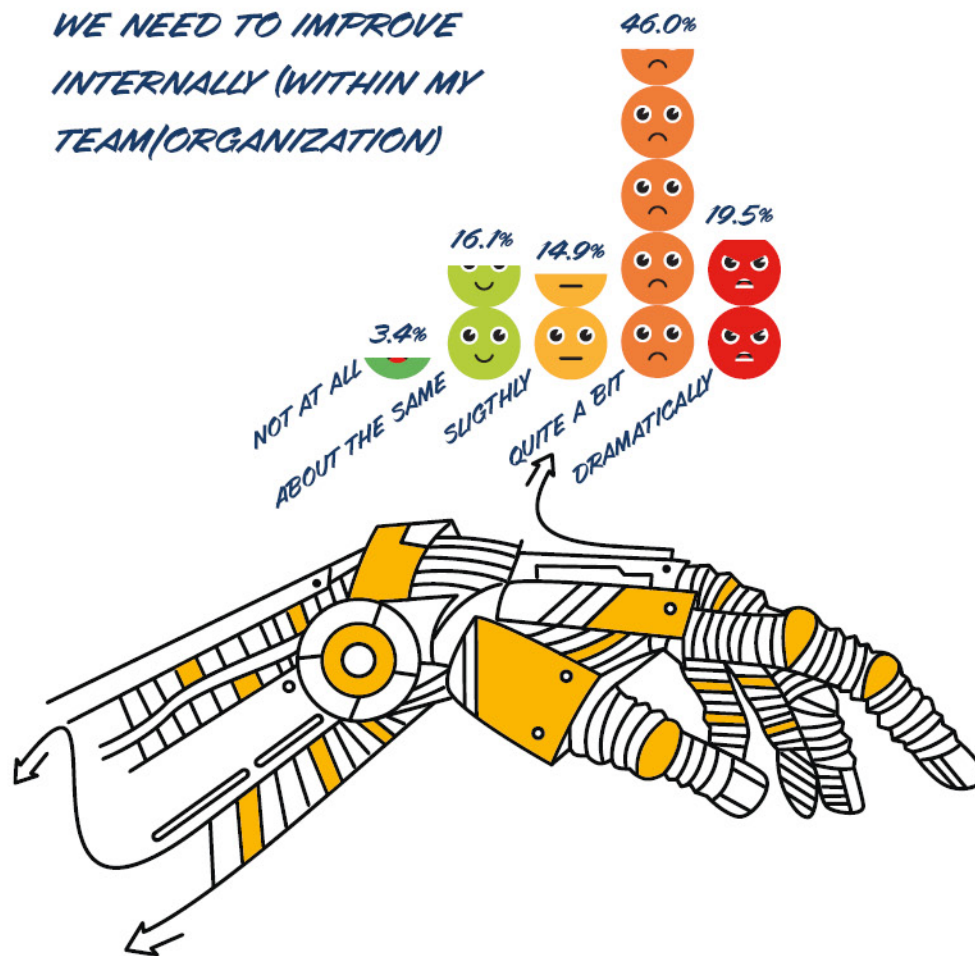
What do I do to strengthen each area?



TOPIC 4

VIRTUAL COLLABORATION

*WE NEED TO IMPROVE
INTERNALLY (WITHIN MY
TEAM/ORGANIZATION)*



Whether you are working completely remote, in a centralised office, or a combination of the two – virtual collaboration is currently even more critical to success. Organizations will have to understand the ways in which their teamwork processes will continue to change while evaluating their online collaboration tools.

Have a look at the results of the need for improvement internally (within your team/organization) and externally (with customers, other stakeholders).

*WE NEED TO IMPROVE
EXTERNALLY (WITH
CUSTOMERS, OTHER
STAKEHOLDERS)*

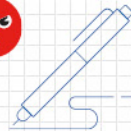


**MY PERSONAL JOURNEY 2021:
EXERCISE 4: VIRTUAL COLLABORATION**

How do I see the need for improvement in my organizational area?

What can I do?

My own rating

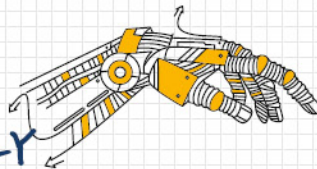


What are the most important "use cases"?

What would be the benefit of improving?

How do I ensure consistent enabling across
my whole team & organization?

INTERNALLY



My own rating

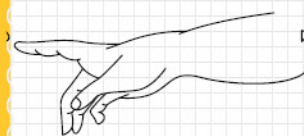


What are the most important "use cases"?

What would be the benefit of improving?

How do I ensure consistent enabling across
my whole team & organization?

EXTERNALLY



TOPIC 5

DIGITAL TRANSFORMATION

Digital engagement will continue to be a major driver in 2021.

So, how will your momentum continue?

Let's start with your personal perspective:

Where can I add most value to my personal life?

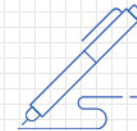


MY PERSONAL JOURNEY 2021:
EXERCISE 5a: MY OWN DIGITAL TRANSFORMATION

Where can you add most value to your personal life?

What were my „AtTA! moments“ in 2020?

Which stories would I like to tell at the end of 2021 about my personal digital transformation?



TOPIC 5

DIGITAL TRANSFORMATION

Let's have a look at the organizational level.
These were the most mentioned aspects in
describing the target pictures for
digital transformation.

- 1 FOCUS ON:
SIMPLICITY - FLEXIBILITY - EFFICIENCY - AGILE
- 2 REMOTE-BASED WORK FROM ANYWHERE
IN THE WORLD
- 3 ENHANCE CUSTOMER EXPERIENCE WITH MORE
PERSONALIZED INTERACTIONS
- 4 COMMUNICATE FREQUENTLY ON
VARIOUS CHANNELS
- 5 CREATE INTELLIGENT PROCESSES
- 6 GIVE DAY-TO-DAY TOOLS A DIGITAL UPGRADE
- 7 EMPOWER PEOPLE & STRENGTHEN
RELATIONSHIPS/NETWORKS
- 8 IMPROVE DATA GATHERING AND ANALYSIS

Be able to ...

share and
present data
in an appropriate
way

be agile,
work smarter ...
switch from hard
work to smart
work ...
learn, adapt
and be agile.

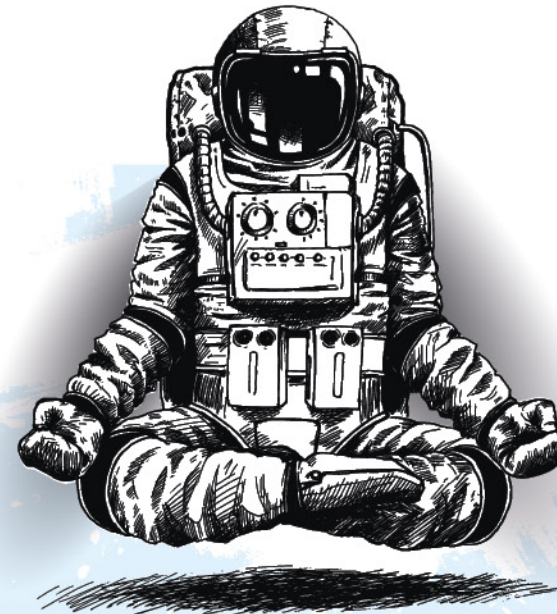
perform
regardless
of time and
place

master the new
digital tools to
make
our virtual jobs
easier

connect,
interact and
maintain level of
trust with our
customers

stay
together
and effective
while being
separated

live
new forms
of (customer)
communication

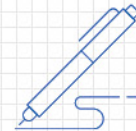


digitally map
and transpose
processes &
workflows



MY PERSONAL JOURNEY 2021: EXERCISE 5b: TARGET PICTURE

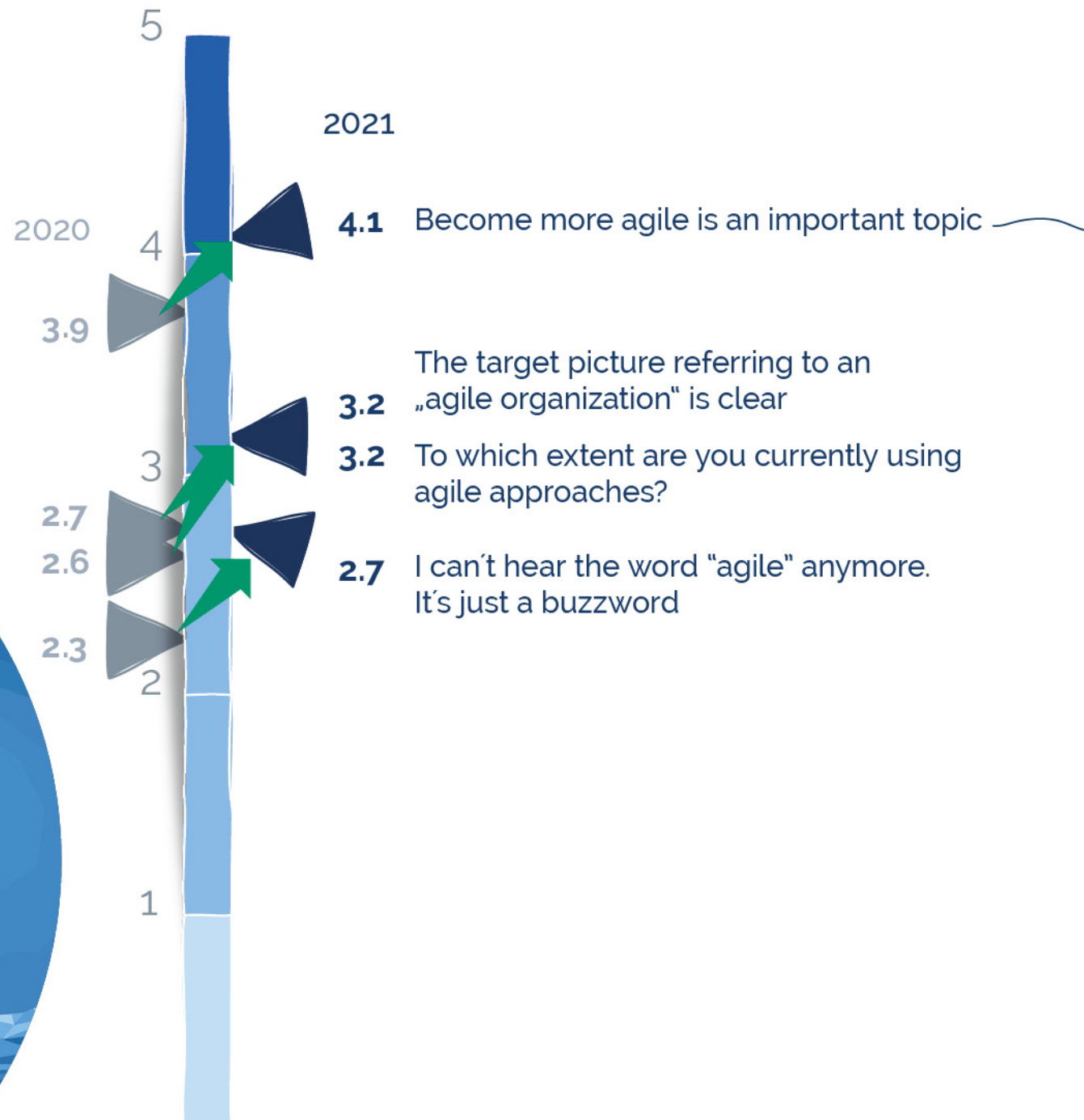
Please note down how you see your organizations' abilities referring digital transformation by the end of 2021.



TOPIC 6

STAYING AGILE IN 2021

Being able to quickly adapt is the key to surfing these challenging times. Have you already put together an agile plan? First take a look at the results of preparedness for an "agile organization" in 2021 and beyond.





MY PERSONAL JOURNEY 2021: EXERCISE 6: BECOMING & STAYING AGILE IN 2021

Set up an agile agenda for 2021.



What can I do to promote the importance of "agile"?

How do I clarify/refine the target picture of our "agile organization"?

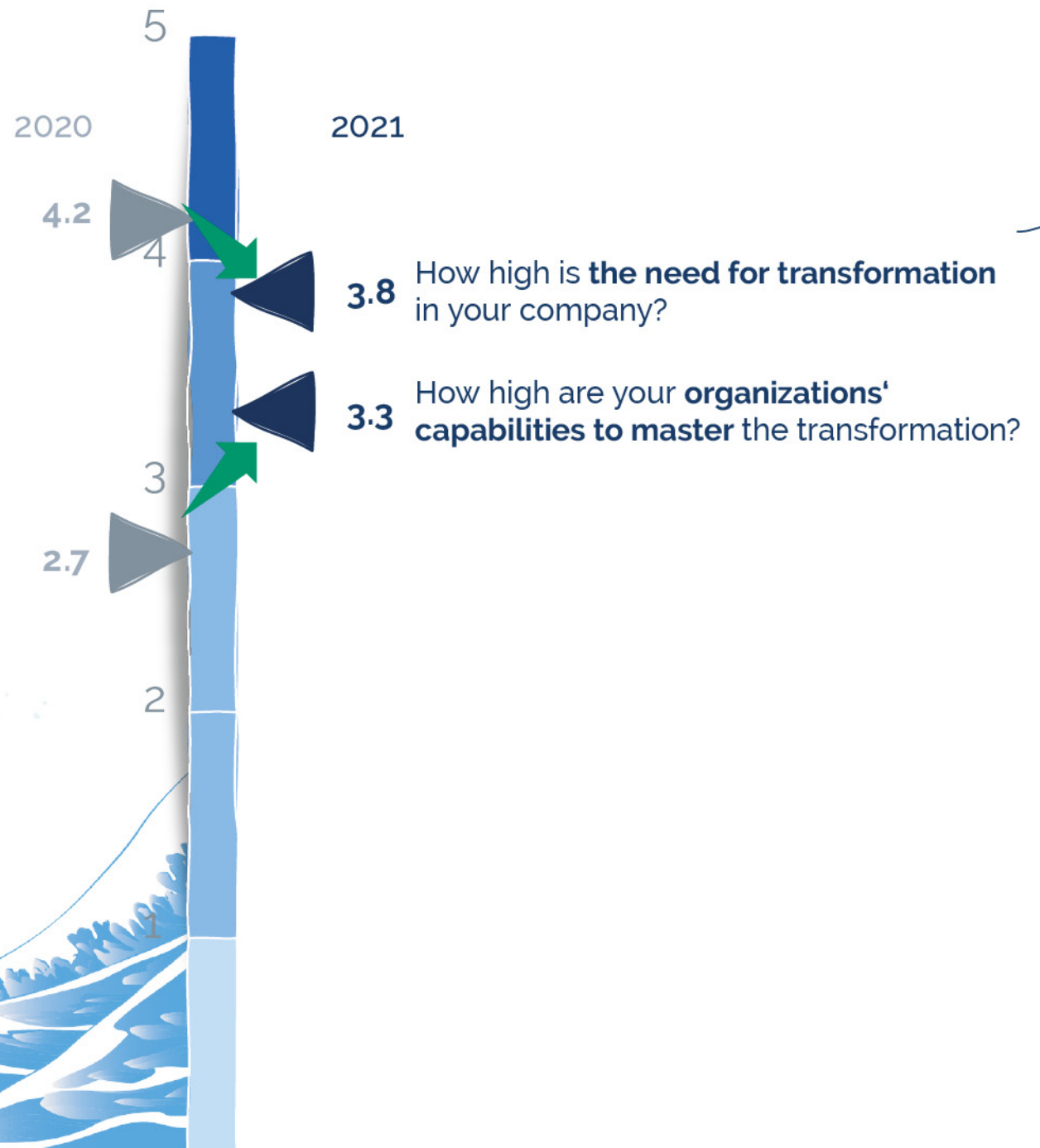
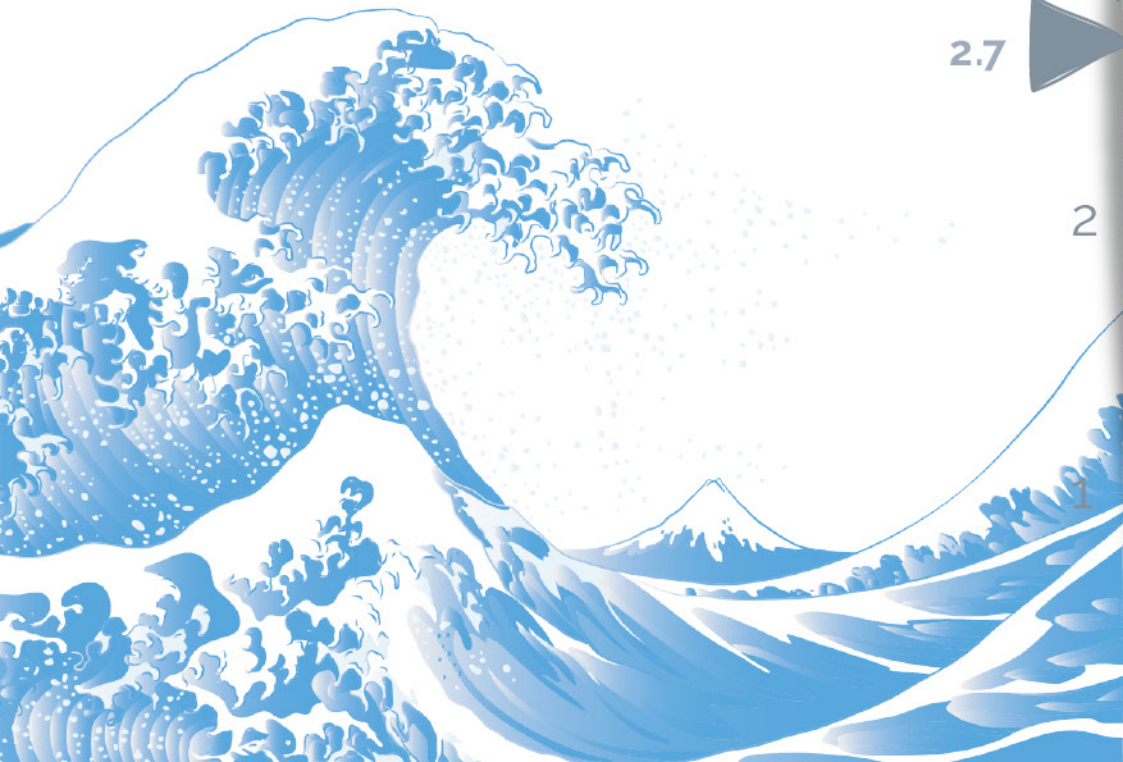
How do I boost the usage of agile approaches?

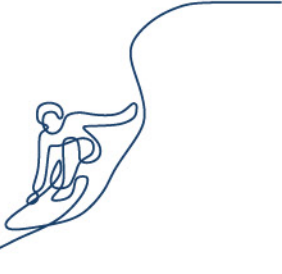
How do I prevent that "agile" is a buzzword only?

TOPIC 7
ALL IN ALL

Compared to previous years, it seems, that in 2020 we have learned how to transform our organizations.

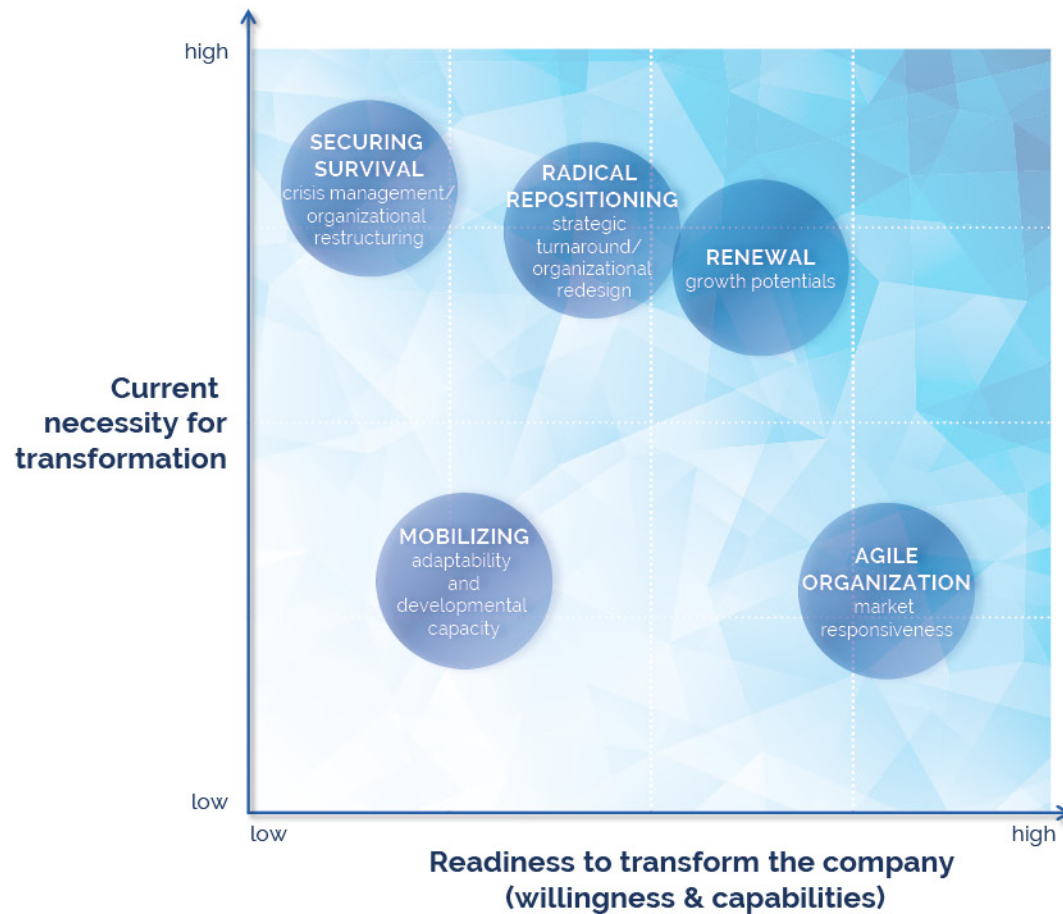
Yet, the end is not foreseeable, transformation is a continuous task.





MY PERSONAL JOURNEY 2021: EXERCISE 7: AN OVERALL LOOK AT TRANSFORMATION

Please mark your position on the change map.



My transformation strategy
for 2021 - what will I do?