

HI

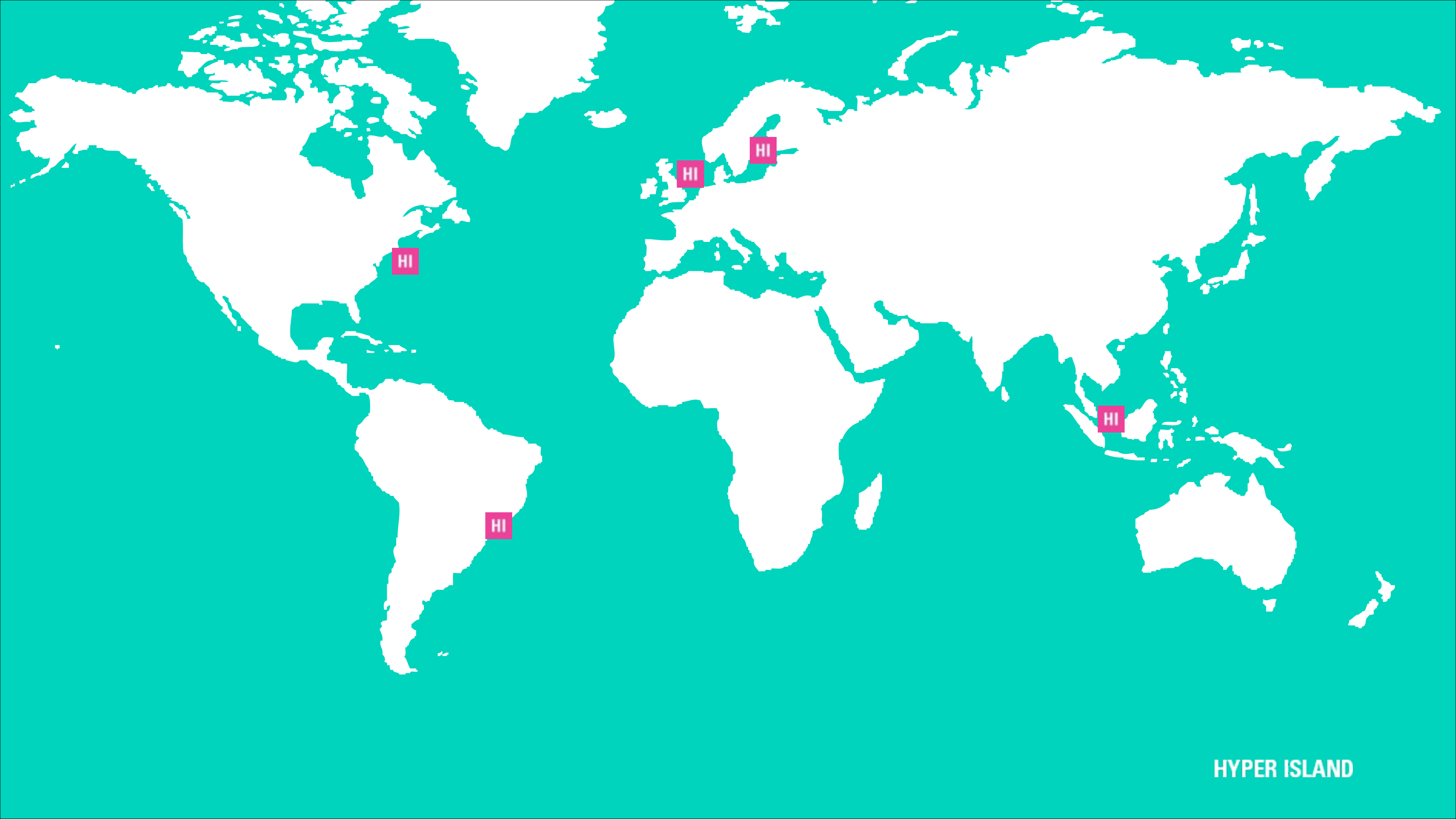
johanna.frelin@hyperisland.com

HYPER ISLAND



TO LIVE AND LEAD IN
CONSTANT CHANGE





HYPER ISLAND

THE INTERNET LOGIC

Transparent, open source, user centric, un - hierarchical



J W T

GREENPEACE

Wieden
Kennedy⁺

AFTONBI

5

KRAFT



Unilever

P&G
Procter & Gamble

Google



PUBLICIS

IKEA

Walmart



BBH

E

CONILL

HYUNDAI

General
Mills



L'ORÉAL[®]

SAATCHI & SAATCHI

TARGET

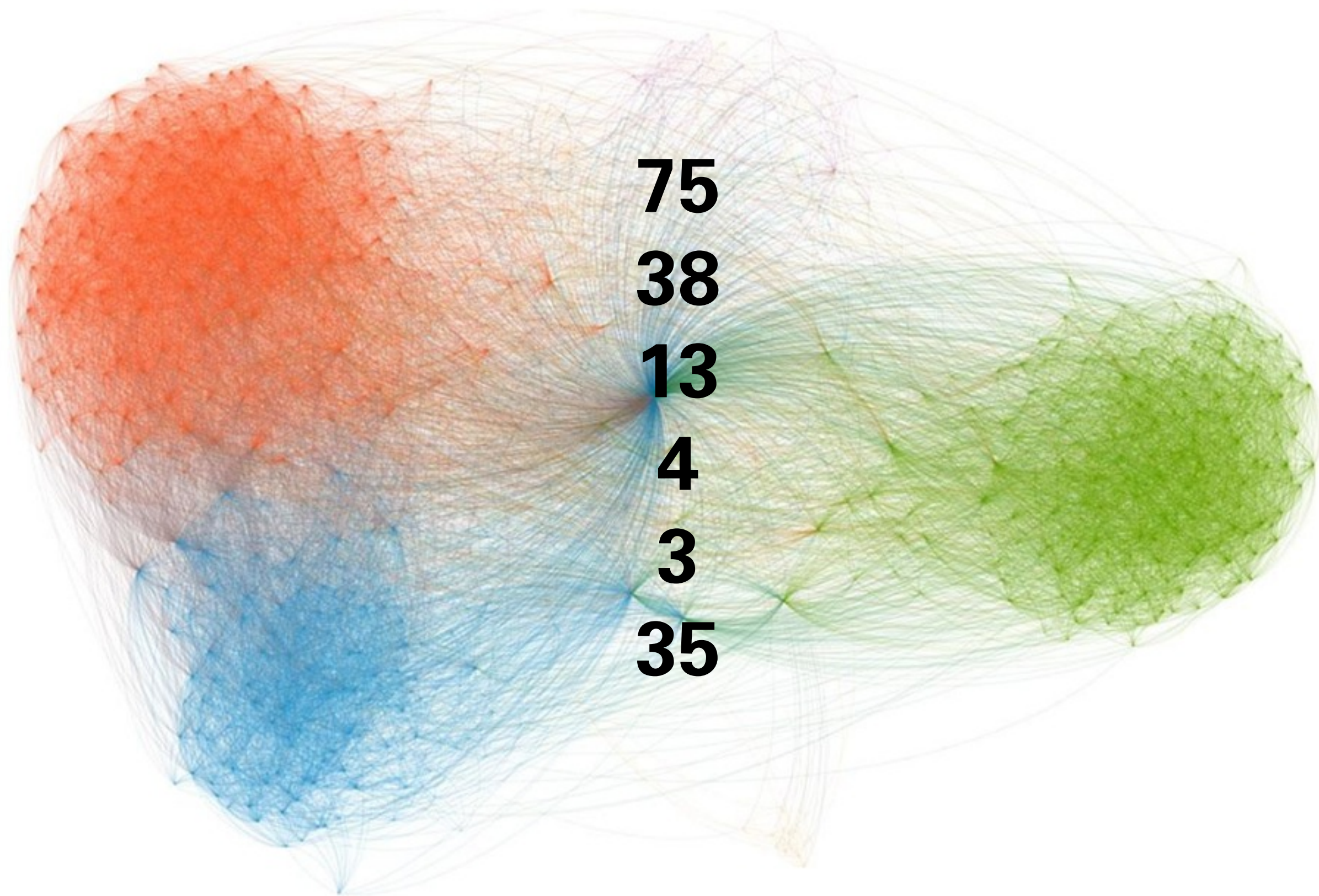
BBDO







**TECHNOLOGY DEVELOPMENT DRIVES
CHANGE**



75

38

13

4

3

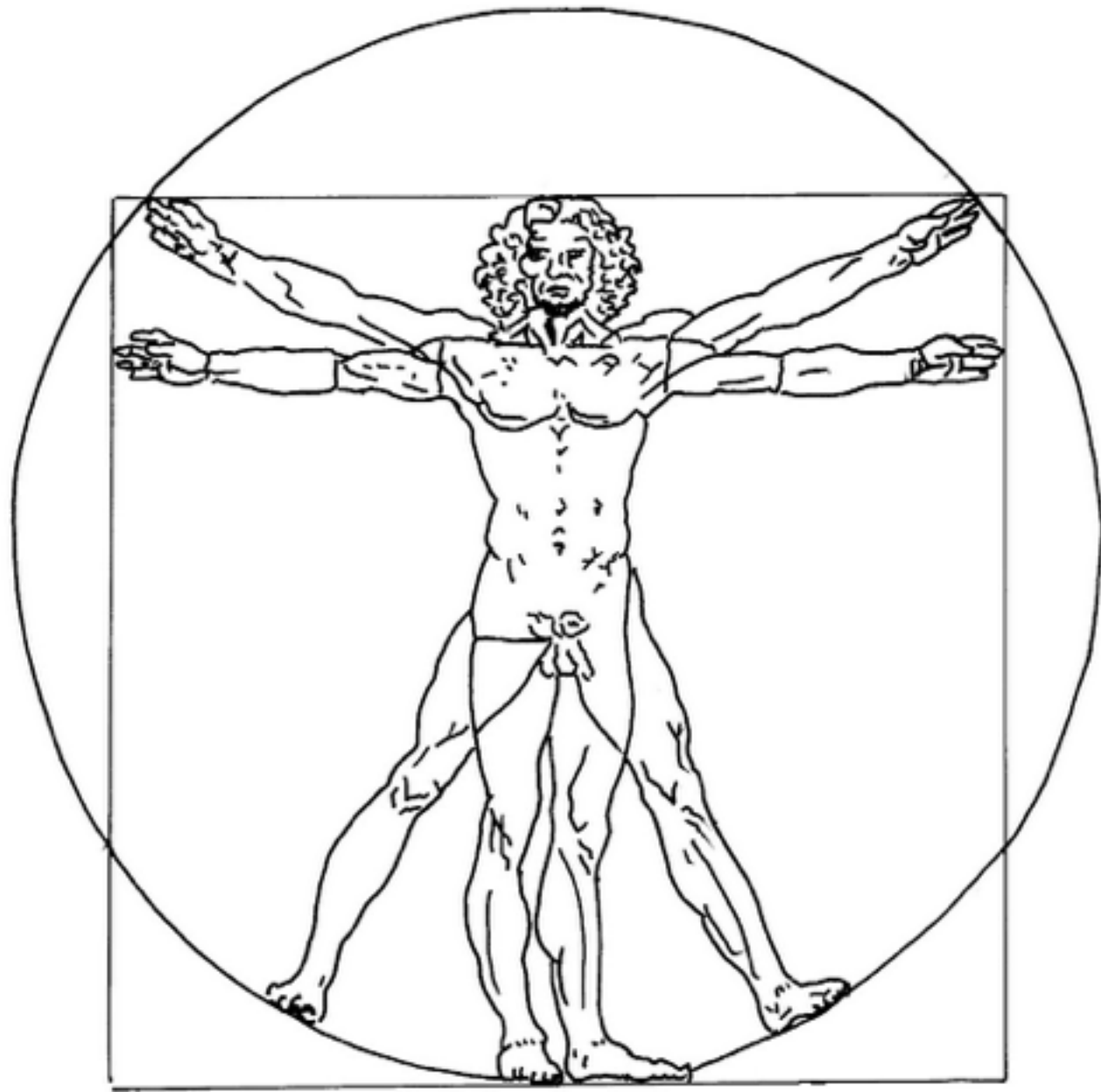
35

ANGRY BIRDS

SPACE



CHANGES OUR EXPERIENCES



Values

Priorities

Language

Behaviours

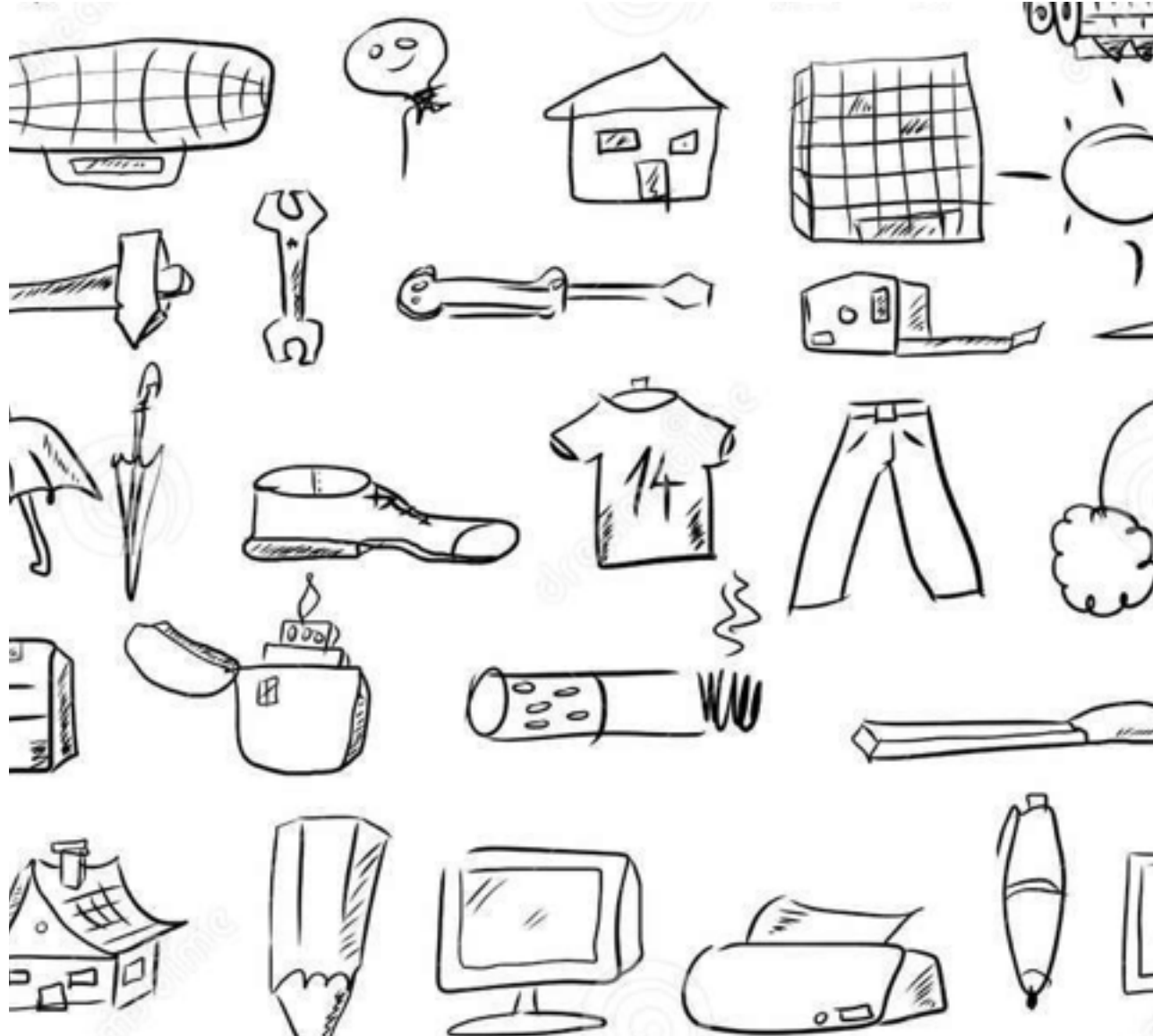
Ways of working

Ways of being

Relationer

Hobbies

CHANGES BUSINESS AND ORGANISATIONS



Banks

Media

Retail

Travel

Health

Communication

Education

Libraries

2005



2013



YAHOO!

Altavista - Opera 7.23
Arkiv Redigera Visa Navigera Bokmärken E-post Fönster Hjälp

Altavista Tyskland



Webb Bilder MP3/Ljud Video Katalog Nyheter

HITTA *Avancerad sökning
Inställningar*

SÖK: ☐ Hela världen ☒ Tyskland RESULTAT PÅ: ☐ Alla språk ☒ Tyska, Engelska

Översätt Toolbar Mer »

Företagstjänster Registrera en webbplats Om Altavista Skydd för personuppgifter Hjälp

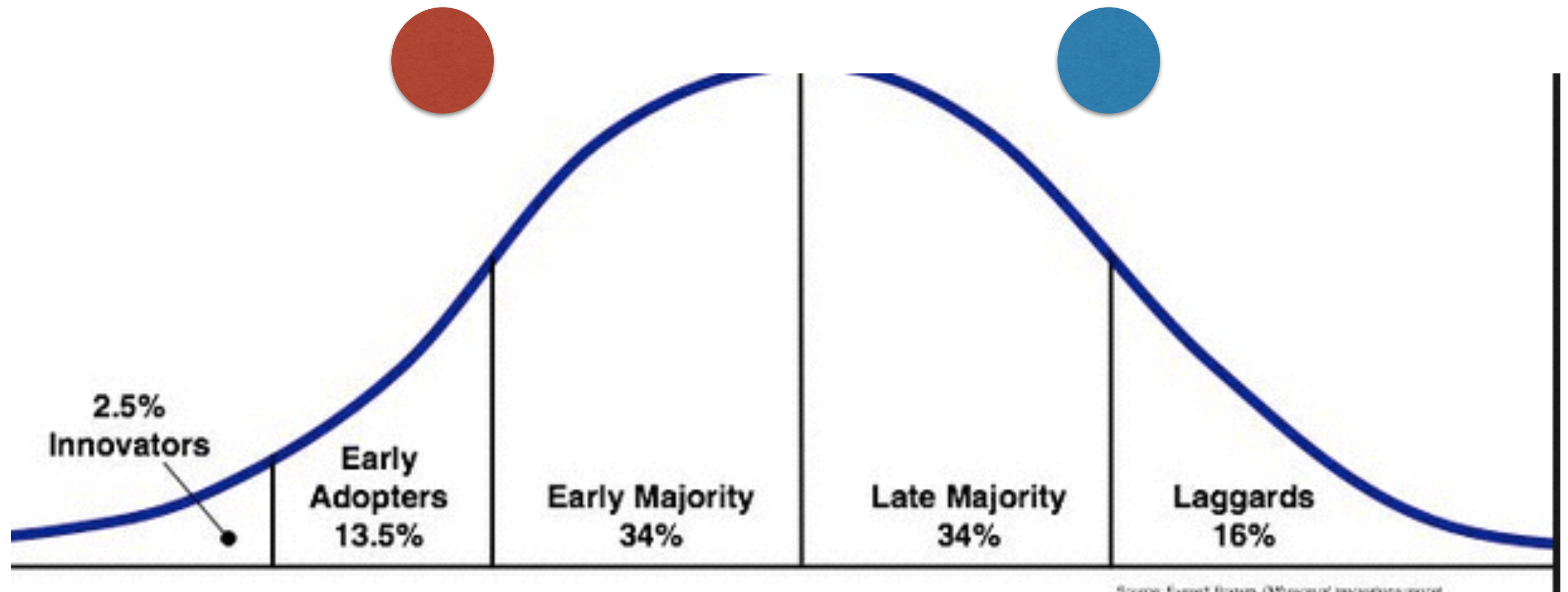
© 2004 Overture Services, Inc.

Altavista in English





DIFFUSION CURVE



The image is a close-up of a car's side-view mirror. The mirror's frame is dark and visible at the top and right edges. The reflection shows a road scene from the perspective of the car. In the distance, a white truck is driving away on a two-lane road. The road is flanked by green trees and bushes. The sky is filled with large, white, fluffy clouds. The overall lighting suggests it might be late afternoon or early morning.

REFLECTION:
Where are you? Where is the organisation
where you work?

4. THINGS THINK ABOUT WHEN
LIVING IN AND LEADING CHANGE



1. UNDERSTAND HOW HUMANS REACT TO CHANGE







The Red Flag Act

UK and states in the US

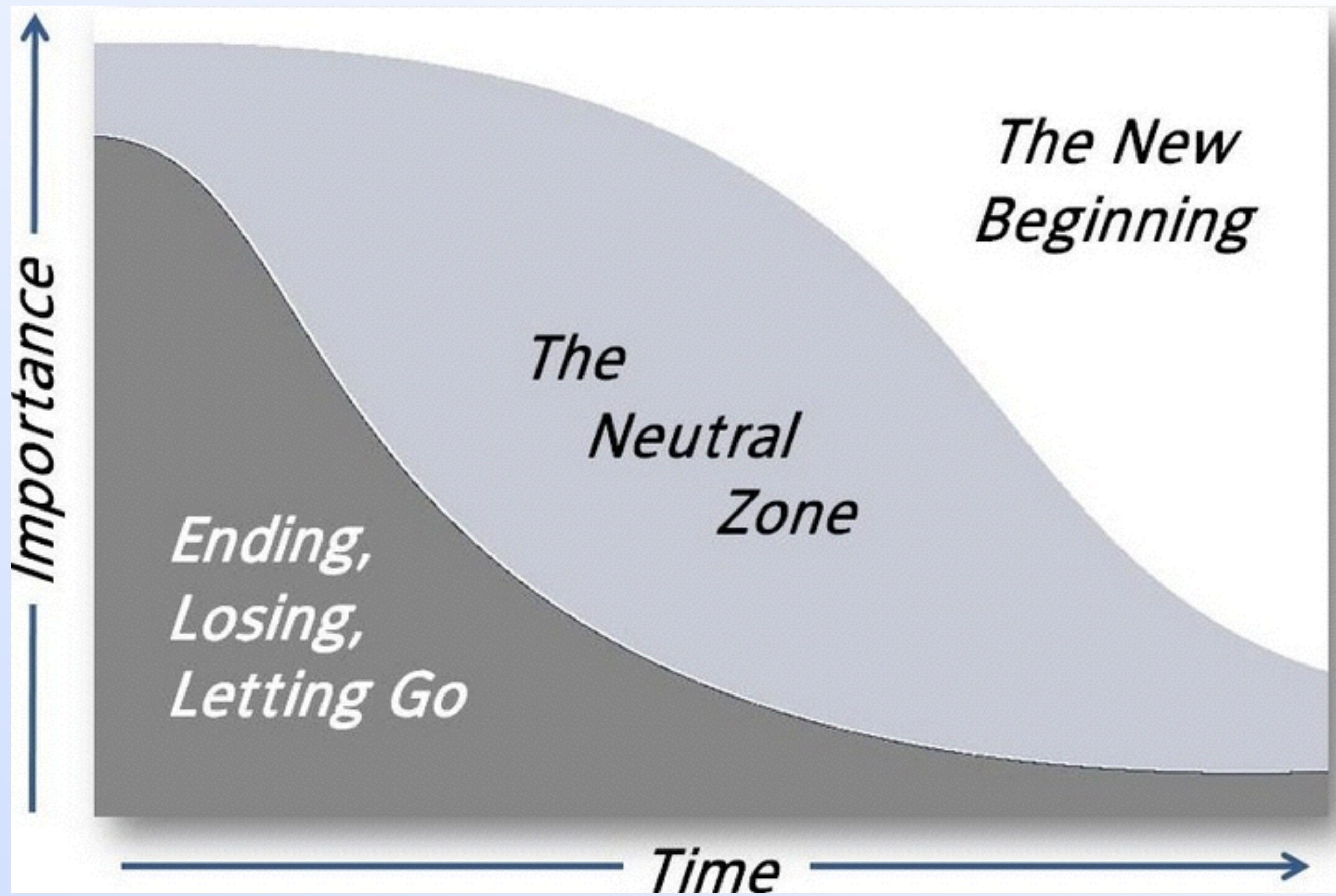
Around 1890s

WHAT IS GOING TO HAPPEN TO
ME?

WHAT IS GOING TO HAPPEN TO
ME?

WHAT IS GOING TO HAPPEN TO
ME?

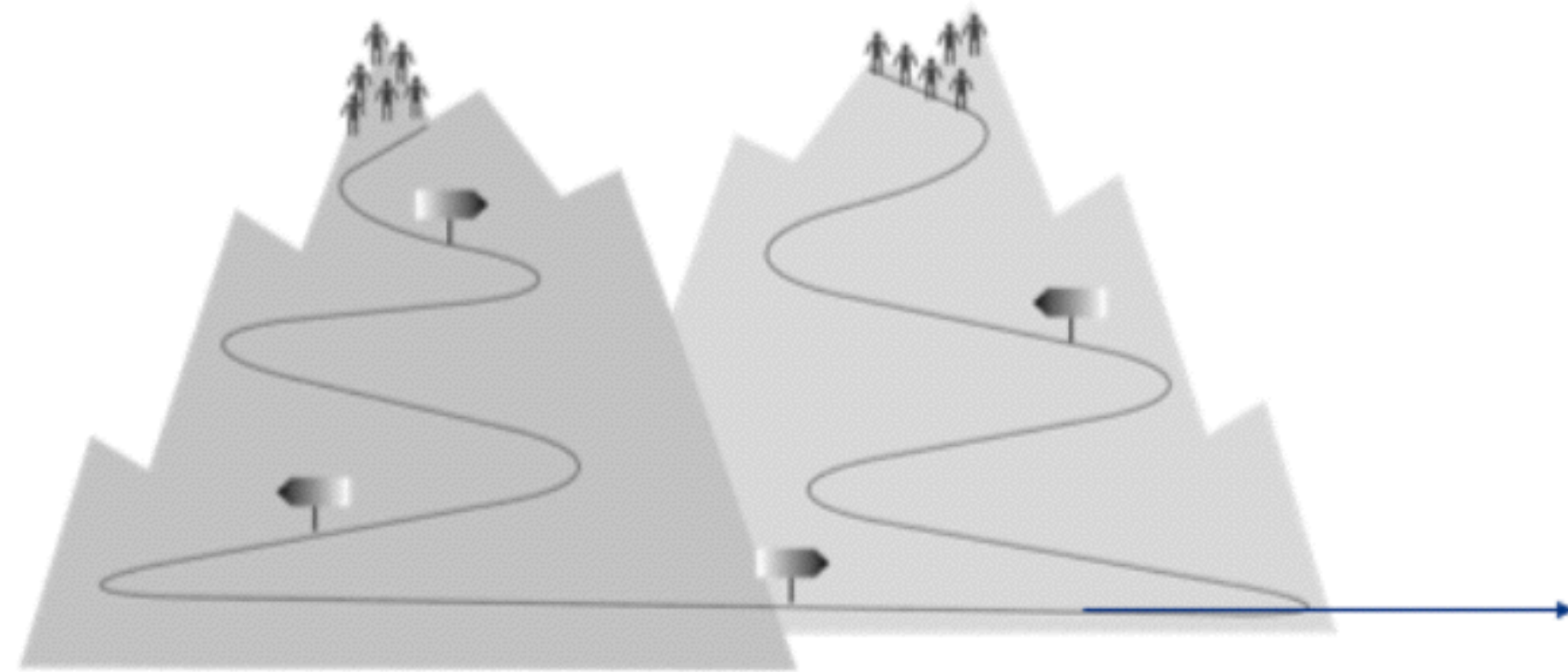
WHAT IS GOING TO HAPPEN TO
ME?



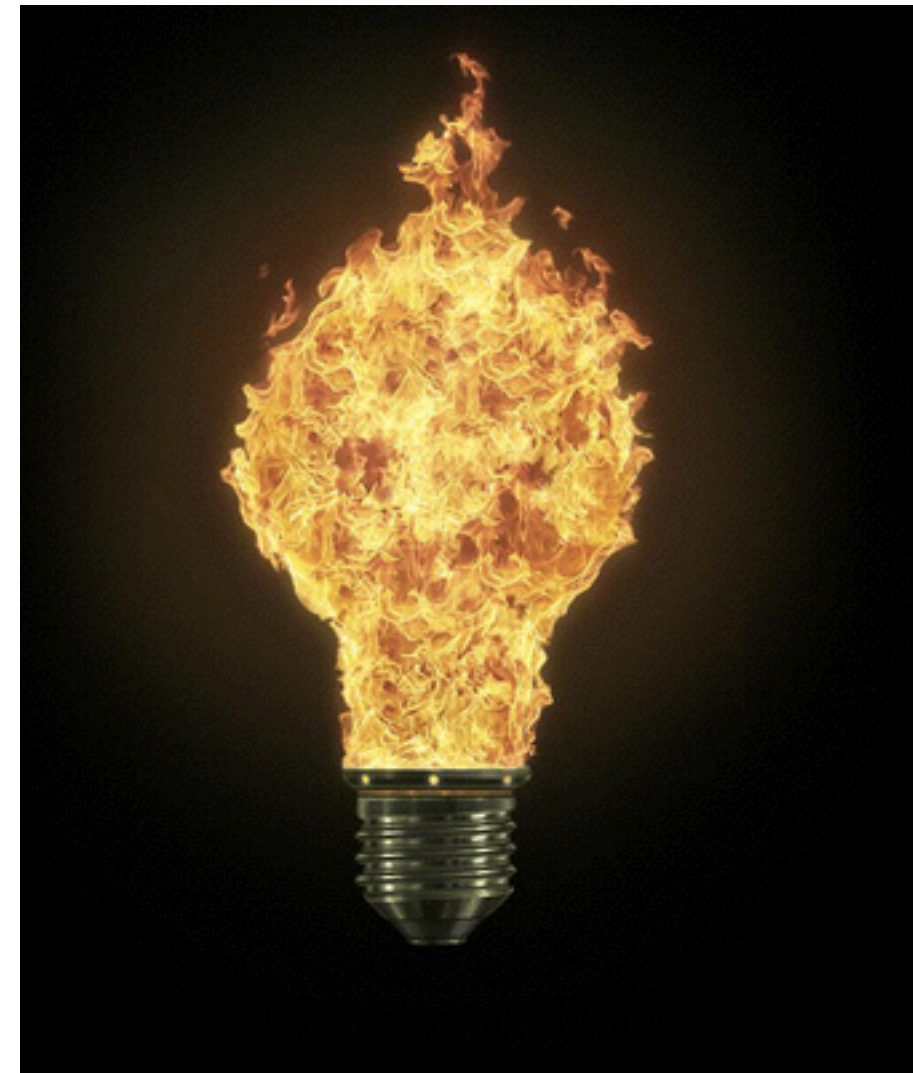
2. EVERYONE NEEDS A PROCESS



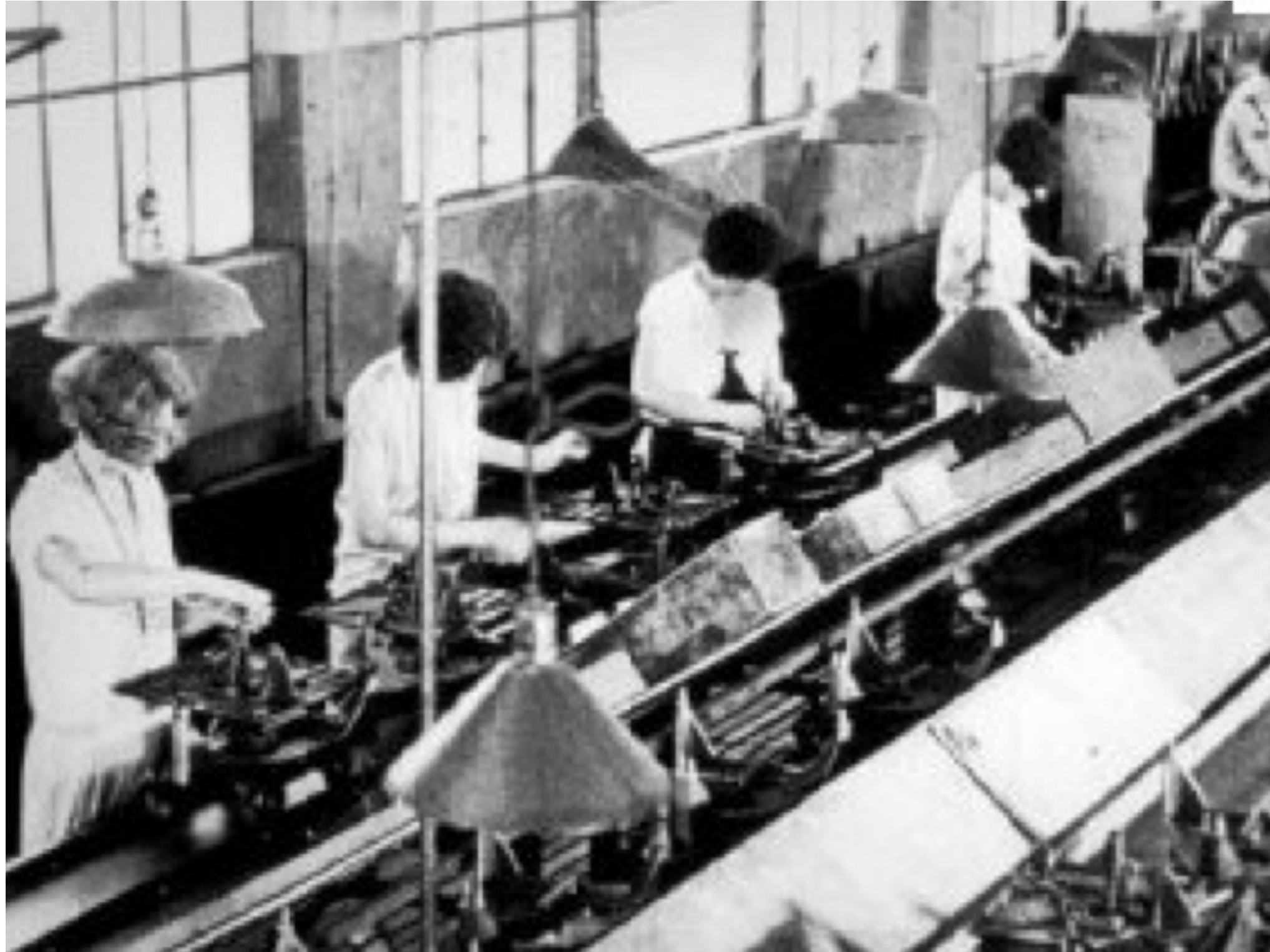
Transition Leadership

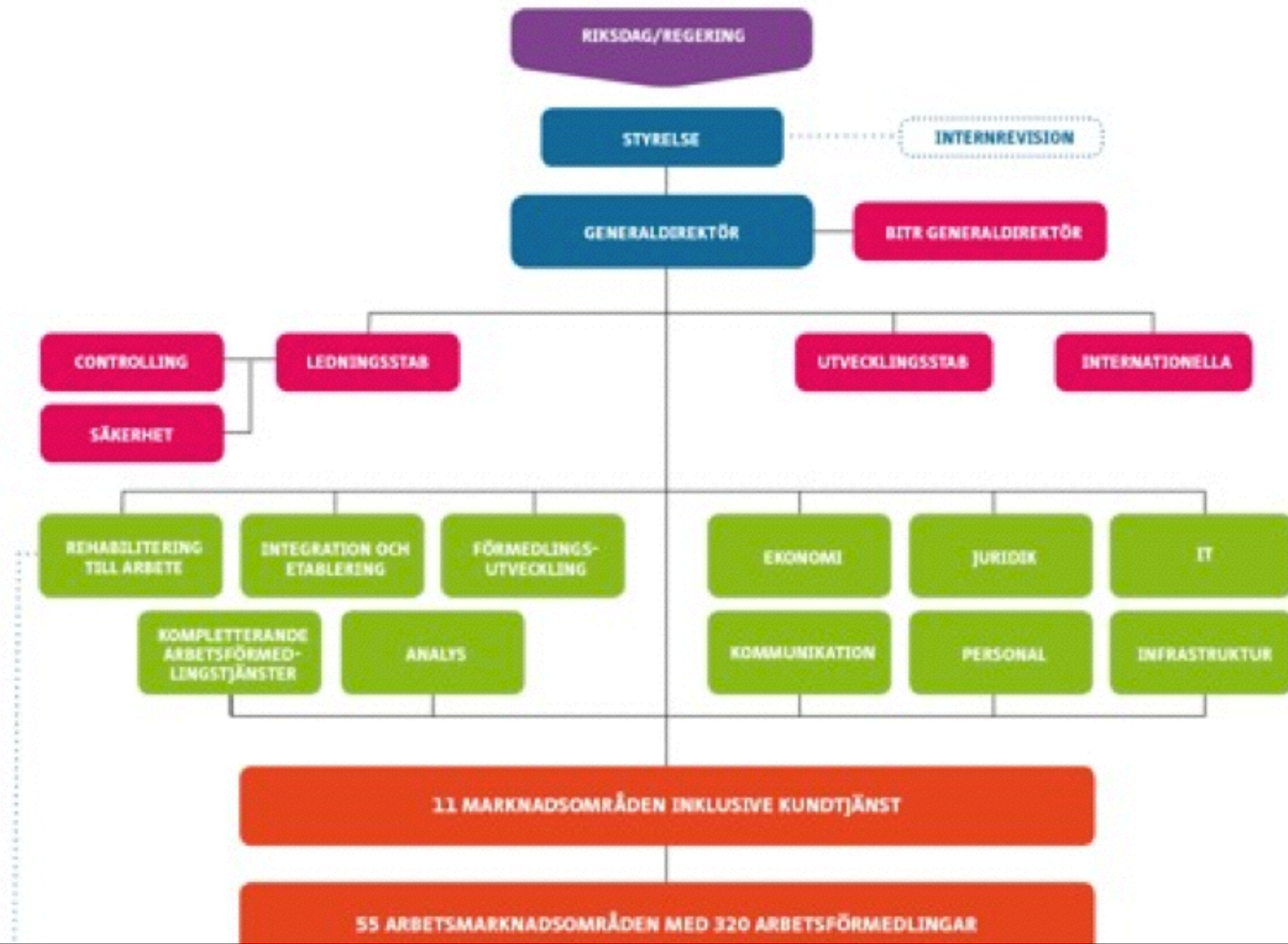


3. WORK IN AGILE WORK FLOWS



The linear workflow







Manufacturing



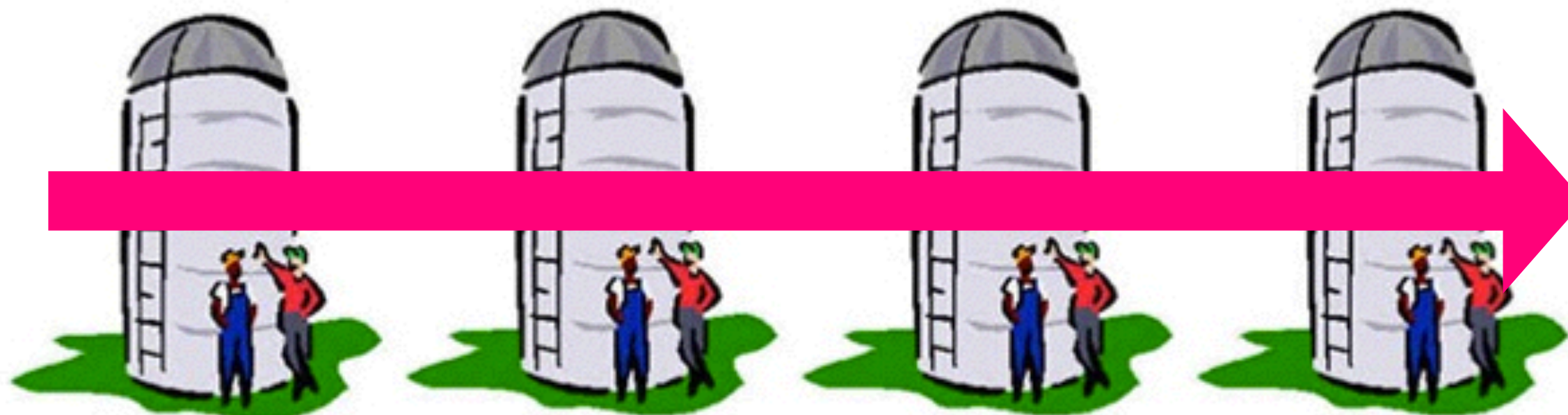
IT Department



Recently Acquired
Company



Marketing
Department



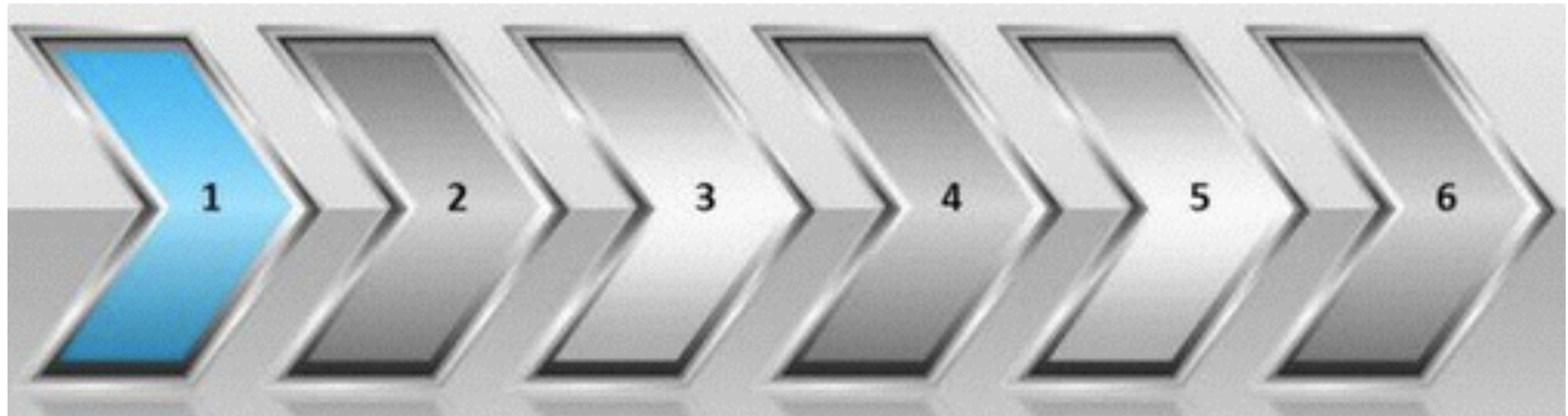
Manufacturing

IT Department

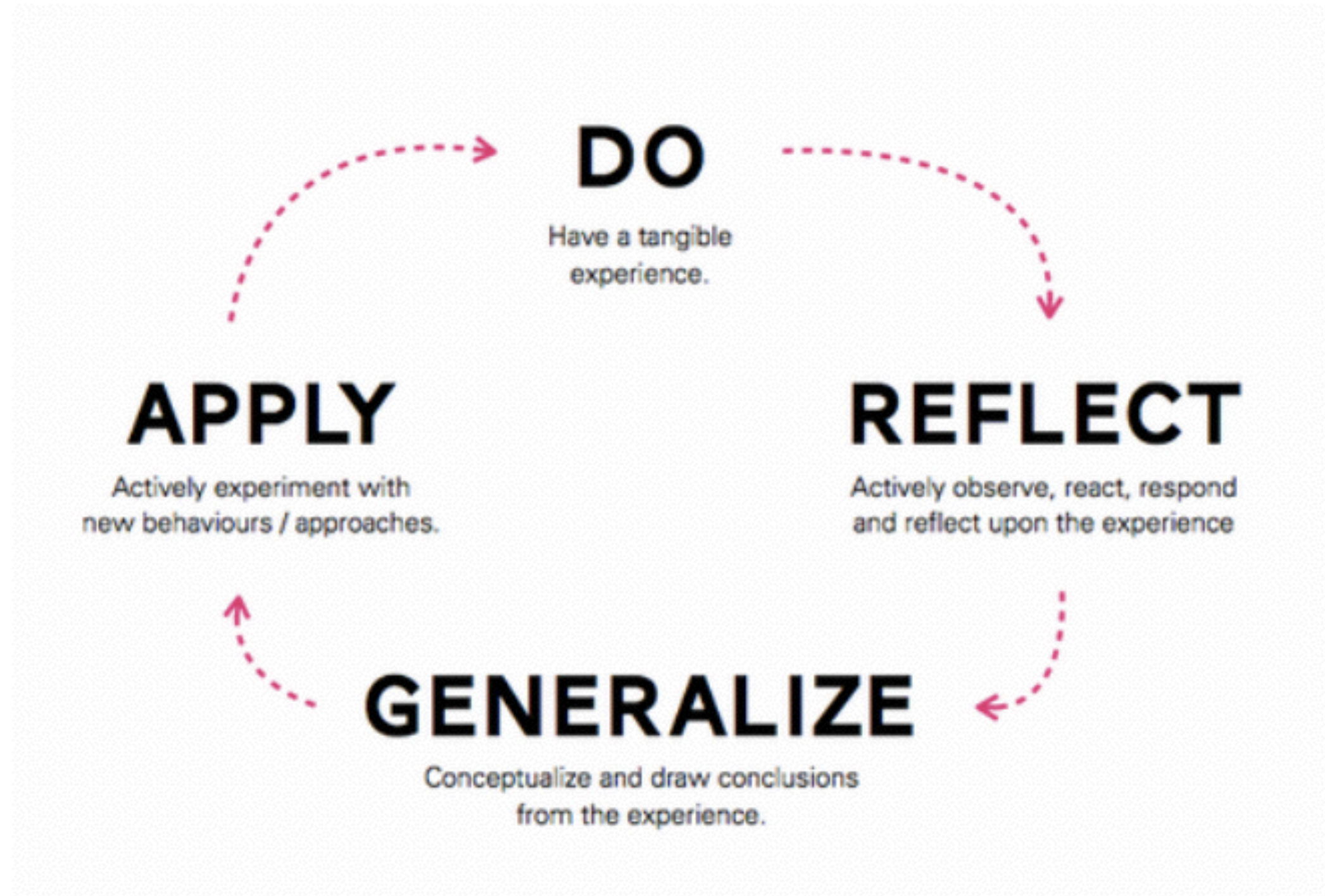
Recently Acquired
Company

Marketing
Department

OLD WAY OF PLANNING CHANGE



NEW WAYS OF PLANNING CHANGE



3. CHALLENGE YOUR DELIVERY MODELL AND ORGANISATIONAL CULTURE OVER AND OVER AGAIN







Instagram

1 MILJARD DOLLAR



12-15 million room nights 2012
Will have a revenue of 1 Billion USD 2013



Travel like a human.

Booking.com

4. IT STARTS WITH YOURSELF!



**SELF LEADERSHIP
LEAD YOURSELF
CREATE A GUIDE FOR YOURSELF**



HYPER ISLAND

JOHANNA FRELIN, CEO, HYPER ISLAND



DEVELOPMENT TALK WITH YOURSELF:
DO YOU WANT TO LIVE YOUR LIFE THIS WAY?
DO YOU WANT TO CONTRIBUTE TO CHANGE?
DO YOU WANT TO WORK HERE FOR ANOTHER YEAR?



“ON TOP OF THINGS”





Flow?

Gives and takes energy





Tack!!

johanna.frelin@hyperisland.com