



Driving Change while Managing Uncertainty & Prioritizing Wellbeing



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Internal Communications

Real Impact, Real Results Conference





...In this world of radical change,
two challenges remain constant...

To *feed* and *heal* a
growing & ageing
population





Which is why we are guided by our mission...

*Health for all,
Hunger for none*



What role do we play
as communicators?



*How can we win
their attention?*



...hard-working & ageously
congratulating
in the background?



Exercise 1:

Difficult conversation

role play



What were your... *Thoughts?*

Feelings?

Needs?



your
comfort zone

**Where the
magic happens!**



Let's dream
BIG!





Democratizing AI



Return on innovation



Enabling growth



Advancing business



Mindful matters



Democratizing

AI



Enabling Growth





Advancing Business



**Survey completed
by 350 Germany-
wide Doctors**



Perceived future of:

- // *Cell & Gene Therapy*
- // *Artificial Intelligence*
- // *Digitalization*

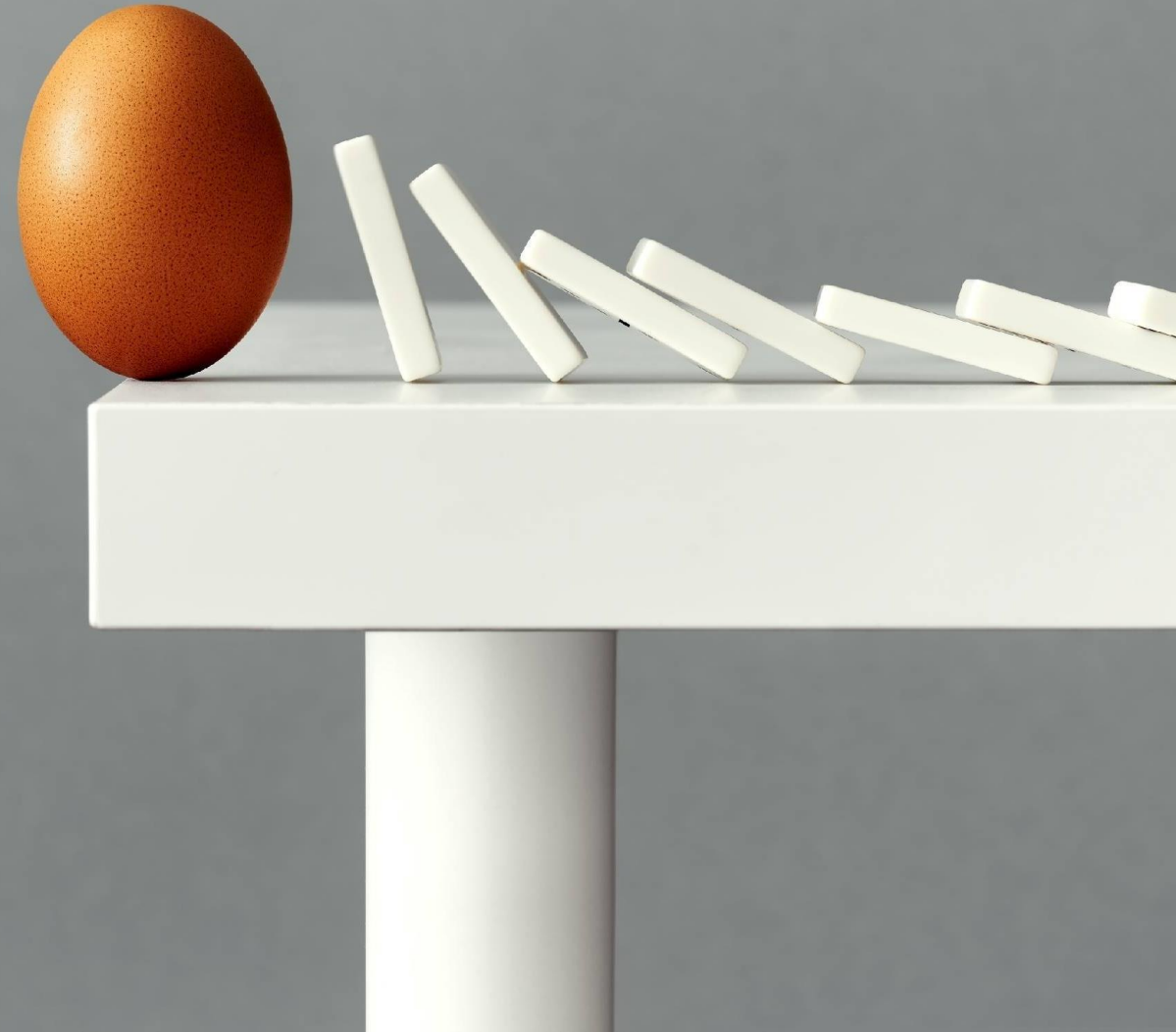
DINDE ● *„Innovations-
Deutsches
Innovationsinstitut
für Nachhaltigkeit
und Digitalisierung*

The Future of Medicine

A trend study exploring
the mindset of doctors
in Germany



Mindful
matters





FROM:

Fearing AI

Return on investment

The comfort zone

Writing about business

Work overload

TO:

Democratizing AI

Return on innovation

Enabling growth

Advancing business

Mindful matters



Thank you



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