Transcript DigiPodcast Episode 5: What is behind #digitalMIND?
Moderator Thomas Holzner, Guest Lien Kemper

Intro: The DigiPodcast – Digital trends in Supply Chain Management

Thomas Holzner
Hello and welcome to our DigiPodcast. I am Thomas Holzner from Siemens SCM DigiNetwork with the DigiPodcast. A Podcast on digital innovative topics from procurement in the future. Digitalization is becoming increasingly important for every company. At Siemens in particular, digitalization is a fundamental element for success. But how is digitalization practiced at Siemens Supply Chain Management, what do we focus on? The aspect of digital transformation and innovation is particularly close to our hearts. In our podcast we highlight different aspects and share best practices with various digital experts and listen to their stories. Do you have a digital mindset? You probably would say Yes! To be honest, it seems more like a buzzword to the most of us. What does a digital mind actually stand for and if you have it, what is the difference to a normal mindset? That is exactly what I would like to discuss to today in our DigiPodcast with my guest Lien Kemper. Lien is one of the founders of the DigiNetwork with a huge background in digitalization and procurement and she drives the journey of #digitlMIND. Hello Lien, nice to have you with us!

Lien Kemper
Thank you very much, Thomas!

Thomas Holzner
It's a pleasure! You are driving digital mind by offering workshops to Siemens employees. Your slogan, that "digitalization starts in the mind", is famous. But what is behind this? Can you explain what digitalMIND actually means?

Lien Kemper
DigitalMIND sounds quite artificial, or artistic, right? DigitalMIND consists of three elements: First, workshop. Second, challenges. Third, rewards. So first, the workshop starts with an interactive and mind stimulating

workshop with 12 to 14 participants. The second part is challenges. So, it doesn't stop actually with the workshop, as you mentioned earlier Thomas, because if you want really to make something sustainable, you need to continue with the journey. And with the challenges - why did we set up the challenges? Everyone, every participant after the workshop can choose from a wide range of business-relevant challenges, his or her own challenge to be accomplished.

Thomas Holzner
Can you give some examples of the challenges?

Lien Kemper
Yes, of course! So, examples are: "Get a process ready for automation", or "Use a work-hack, which you have not used before", or "Implement kanban and kill your gantt chart". Those are just three examples out of a catalogue with more than 80 business-relevant challenges.

Thomas Holzner
And now, interrupted you, so I think the third topic was something about rewards, what's that?

Lien Kemper
Yes! So, after you implement the challenges and really putting the doing into actions you can collect with every challenge, coins. And the coins you can redeem into rewards. If you are interested in knowing some examples of the rewards: Gain a top-notch training at a top-notch business school, have coffee lunch or dinner with top management, or digital stuff like iPads and many many other things. And many of them, which money can't buy.

Thomas Holzner
So, this means I can have, as a normal employee, lunch or coffee with a CPO who is responsible for 40 billion euro? Isn't it a little bit strange?

Lien Kemper
It's not strange actually, because with that we really promote the cross-hierarchy the vertical network and collaboration. And by the way, it is really easy right? Because you do challenges, you improve your skills and then

you can redeem it into those wonderful rewards. And by the way, we already have two participants redeeming those rewards to have a coffee with Klaus Staubitzer our CPO. And also another participant redeemed his reward to get a support joker from Klaus Staubitzer, because he was stuck in a certain political situation and he would like to have some help, support, coaching from Klaus Staubitzer. And as easy as it is, just redeem your coins into this reward and then set up a meeting.

Thomas Holzner
That is really cool! And I think also a cool boss who is going this extra mile. So, this seems like it is working, you have workshops, challenges, rewards and you can only collect rewards when you do challenges – so, what was the motivation behind doing something like this?

Lien Kemper
So maybe let's go one step back. So, digitalMIND was not something set up by HR. It is actually set up by a group of eight. So, eight very passionate people from different areas within Siemens and all of us were not told to do so but really engaged ourselves and next to our daily job to create something different, because we really believe in it. Which is also putting your mindset into action according to the digitalMIND slogan, right?
And now, back to your question: Why did we set it up? In today's VUCA world, things change so fast. And you always have to keep on learning, keep on developing. We did search a lot on the market, and we found a lot of IT or tools-training, but we could not find something, which is really lasting, which is sustainable, which is motivating, but which can be embedded into your daily work, which also includes the soft aspects. So therefore, we set up digitalMIND according to four cornerstones in terms of: digitalMINDs collaborate beyond known territories, digitalMINDS use technology, digitalMINDs share knowledge, digitalMINDs boost skills. So, those are the motivations, why we set up digitalMIND.

Thomas Holzner
Sounds a little bit theoretically, so did you already create some impact so far?

Lien Kemper

Just to throw out some numbers in here, maybe an anecdote: When we set it up, one of the members said "Hey let's go for 1000!", and what he meant by that, is that we should have at least 1000 people on it. And at that time, all of us were like "are you joking?", because it seems like a really high number. And today, we are really proud that we are really exceeding this expectation. So, every week we have about two to three workshops with about 30 to 40 people starting the digitalMIND journey. And those people then become digitalMINDs and the digitalMINds have really accomplished up to date more than 2000 business-relevant challenges. And those colleagues have not only created hard impact. Hard impact is like the dollar signs behind, but more importantly, really the soft impacts like spreading the positivity of change, doing and doing really makes the difference.

Thomas Holzner

So, not only theory but also something that is used in practice and I would have had a lot more questions, for example "what are you doing in the future" and so on, but we are running out of time! Because there is the last question: Who is Lien?

Lien Kemper

laughs I am Vietnamese-looking with a German accent when speaking English. Maybe now about my plans for the next six months. I will be on sabbatical with my kids and my family. And initially we really planned to travel the world, to fly around the world. With now the pandemic still ongoing, we probably go with the flow and see where life will take us.

Thomas Holzner

Thanks for the insights, Lien! And it is a good signal that somebody structured like you will go with the flow. So, have a good time. It seems that having and being a digitalMIND is much more than a buzzword. And to everyone of the external world: If you have questions or want to find out more information about the SCM DigiNetwork reach out to our internet page siemens.com/diginetwork. I'm looking forward having you as a listener at our next episode. Yours, Thomas Holzner from the Siemens Supply Chain DigiNetwork.

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