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## Press Release

### **Digital leadership 4.0 takes off with a Big Bang - the start-up company LEADA has developed a Lane Keeping Assist (LKA) for the everyday work of managers**

Berlin, 15.06.2015: Frank Kübler, the CEO of the start-up LEADA AG i.G., has announced that the first intelligent assistance systems for leaders in companies will be available at the beginning of 2016. The mobile application will be able to provide managers and company leaders with continual support in dealing with their daily leadership challenges. The pilot phase will begin in the second half of 2015.

According to Kübler, "The system functions just like a lane keeping assist in the manager's daily routine. LEADA is our answer to the question about what leadership 4.0 could be like, namely, a mobile and interactive assistant that will accompany and support the manager at any place and any time." Kübler, partner of the SYNK GROUP management consultancy company, has many years of experience with the challenges facing leaders.

The challenges facing leaders are manifold: processes are becoming more complex, the information density is increasing and decisions have to be taken at a faster pace. For the first time, 4 generations with differing socialization and value backgrounds are working together. There is a decline in younger generations. The perception of crisis and the intensity of communication are on the increase.

The opportunities for the implementation of the assistance system lie in the relief it provides for the leader and, in the long-term, its contribution to his or her health preservation. The interactive assistance system handles the concerns of the leaders and provides solution-oriented impulses and recommendations for action. These are based on the Predictive Analytics Method. Predictive analytics is a method that has the objective of recognizing meaningful patterns in data and statements and, with the assistance of algorithms, identifying options for action as well as predicting how these will further develop. In doing so, the assistance system learns from every interaction: the more frequently and constantly that a manager works with the system, the more individual the answers and impulses will become.

"For us, data protection and data security have utmost priority," Kübler said and emphasized the adherence to German and international data protection regulations in the implementation of the assistance system. He also stressed the advantages of the product "made in Germany" with the data being on German servers.

The assistance system adapts to the already existing leadership systems in the company and leadership development programs that are already in place can be integrated without difficulty. However, the introduction of the assistance system into a company takes time (between 3 and 6 months) and also requires a systematic approach. A Digital Leadership Review, undertaken by experts from the SYNK GROUP and LEADA AG together with those internally responsible, is used for bench-marking.

#### **About the SYNK GROUP**

The SYNK GROUP has locations in Stuttgart, Berlin, Hamburg and Munich and has been assisting DAX companies and mid-sized enterprises for over 15 years in the areas of leadership and development processes. The company has already successfully accompanied and qualified over 20,000 leaders and employees in national and international projects. The company is playing a leading role in digital HR development. The leadership development programs are implemented using the award-winning learning platform SYNLIFE which was especially developed by the company for this purpose. The SYNK GROUP was founded by Frank Kübler, Jörg Krauter and Udo Krauß in 2001.

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