



How crises shape corporate culture

Companies around the world have recently been experiencing a kind of “ad hoc digitization” and are struggling with the technological, organizational and inherent challenges of remote work and remote learning”. However, many companies are already looking ahead and see an increased demand for intelligent cloud solutions that simplify these processes and protect them against risks. This is a global effort, but even beyond all technology, it is above all a cultural issue.

In a virtual round table discussion on June 22, the focus will be on precisely this point – the significance of digital transformation in uncertain times. Participants will include executives of German corporate customers and experts from business and society, including Satya Nadella, Chief Executive Officer Microsoft. Satya Nadella will talk about the impact of the pandemic and explain the impact technology has on life in unstable times. Successful company managers must listen and focus their activities on the real needs of employees, customers, and society.

Growing importance of corporate culture

The latter is only possible in a constant dialogue. For Microsoft, this was already an important element in the company's success before the crisis. At Microsoft, we live a culture of a “growth mindset”: Everyone can change things, learn, and grow. We are convinced that potential is not predetermined, it can be encouraged and developed. We all must remain curious and be willing to learn. To try new things without the fear of failure.

But such a culture can only succeed if everyone in the company is involved. This is not easy because change is usually seen as something that is expected of others. [Satya Nadella puts it in a nutshell:](#) *“One of the things that I like to say is that everybody talks about change: everybody wants the other person to change and not change themselves, but the reality is that the inner change is the hardest*

one. That applies to human beings. It applies to societies, countries, and the world. Then being very flexible, not being the victim of any dogma, past, present, or future, because resilience comes from being flexible.”

Flexibility brings resilience

The ability to react flexibly to changing circumstances is a core competence of successful companies. For managers, the crisis has made the time horizon more topical. Many are no longer concerned with the immediate reaction to the crisis, but are already focusing on getting ahead of new developments and [shaping the new reality](#). This makes a customer-oriented mindset even more important. Microsoft sees itself as a partner of companies of all sizes, helping them to develop long-term and productive digitization concepts from digital “ad hoc stages.” It is precisely these strategies that can help our customers to become more resilient through the targeted use of digital technologies.

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