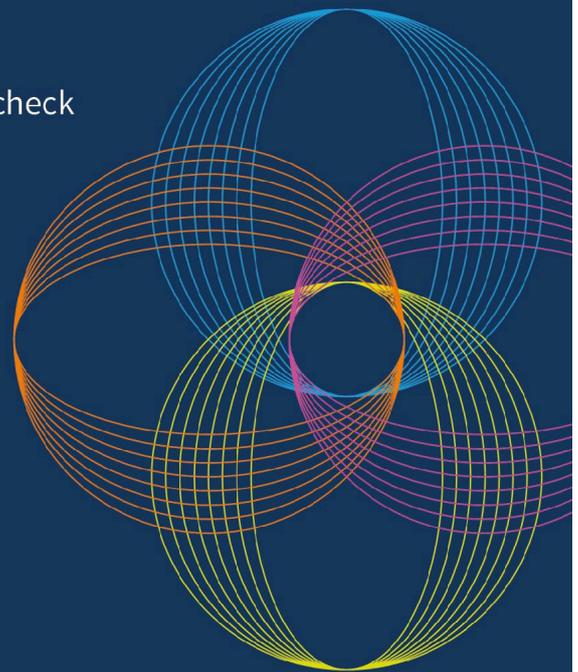


AI as a force for economic renewal

What to expect:

- **AI hype vs. reality:**
Opportunities, risks and a clear-eyed reality check
- **The courage to change:**
A step-by-step mindset shift for leaders
- **Values-led AI leadership:**
Keeping people at the centre
- **Less talk, more action:**
How to turn new ideas into smart execution
- **Courage in practice:**
Real-world examples and role models
- **Looking ahead:**
Leading with courage on a global stage



Good to know!

Philipp Depiereux is a LinkedIn Top 25 Voice and has more than 44,000 highly engaged followers across social media.

He is the author of numerous columns and a regular contributor to Handelsblatt, t3n, Capital, Welt am Sonntag, brand eins and more.

Praise in the press:

“The most influential figure shaping digital transformation in Germany’s mid-sized businesses.” Handelsblatt
“A digital pioneer.” Süddeutsche Zeitung

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- Exploring one of the most consequential shifts of our time – how AI is reshaping business, society and the world of work
- AI not as a distant vision or a short-term hype cycle, but the foundation of modern economic value creation
- A timely business and leadership book for an era of exponential change

The next ten years will be pivotal – not least because AI is already transforming business and society in real and tangible ways. No longer a promise of the future, AI is here now: writing texts, analysing data, controlling machines and reshaping how we work.

This book makes a case for action while remaining clear-eyed about the challenges. It walks readers through where AI is already delivering tangible benefits – in offices, industry, retail and public administration. It offers leaders clear entry points and action prompts that move ideas into practice.

The authors speak from first-hand experience. They pair technical expertise with a clear ethical perspective, advocating for AI as an opportunity – not a threat – for organisations, employees and society.



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Philipp Depiereux is an entrepreneur, speaker and columnist. In 2010, he founded the consultancy and venture-building firm etventure, later sold to Ernst & Young. In 2018, he launched the non-profit platform ChangeRider. Living and working in California, Depiereux collaborates closely with German companies on issues of digital and AI-driven transformation.

Friedrich Arnold is managing director of HÖRMANN Digital GmbH and heads the company's internal centre of excellence for artificial intelligence. Having trained as an engineer in Munich and earned an MBA in San Francisco, his approach is grounded in German precision and shaped by Silicon Valley's entrepreneurial mindset.



Philipp Depiereux, Friedrich Arnold

The Courage to Lead with AI

How a new mindset can help businesses succeed in the decade of AI

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