

THE LEADERSHIP OPERATING SYSTEM

A Playbook for Aligning Teams, Accelerating
Growth, and Dominating Markets

“Jurgen was essential for our business success. I am glad he distilled his knowledge into an actionable transformation framework.”

— Mark Richardson, CEO & Founder, Mondial

Meet Jürgen Dauk

Keynote Speaker | Coach | Author

Jürgen Dauk is an industry veteran with over 25 years of senior leadership experience, certified NLP Master and Coach, Design Thinking Coach, SAFe 6 implementation consultant and a university background in Microelectronics. Jürgen is focused on helping organizations on their transformation journey acting as a Mentor, Advisor and board member.



Book Synopsis

A Revolutionary Guide for SaaS Leaders

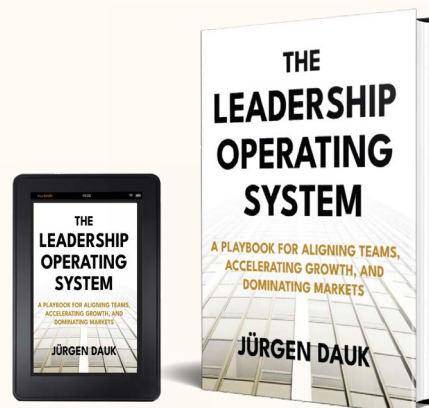
77% of strategic initiatives fail due to execution gaps.
Here's how to join the 23% who dominate their markets.

You'll discover the exact frameworks that have helped tech founders and enterprise executives:

- Build high-performing, aligned teams that execute strategy flawlessly
- Accelerate growth while maintaining quality and innovation
- Eliminate silos using data-driven collaboration systems
- Bridge strategic vision with flawless operational execution

This isn't another business theory book written from an ivory tower. It's a field-tested operating system developed by Jürgen Dauk over 25 years by learning from brilliant leaders, working for big tech companies such as Oracle, OpenText, and Avaya and helping start-ups and scale-ups to transform their organization.

Stop being part of the 77% whose strategies never reach their potential. Join the leaders who don't just think differently—they execute dominantly.



Available in Paperback, eBook,
and Hardcover

Book Praise

Praise for *The Leadership Operating System*

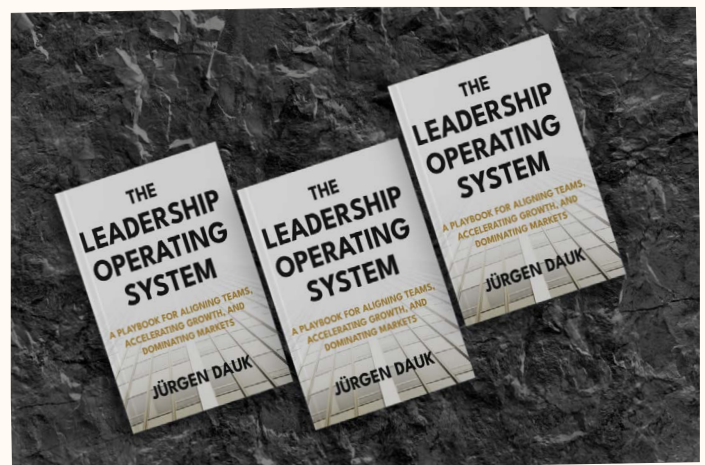
Reviewers share:

"I discovered some blind spots while reading *The Leadership Operating System* by Jürgen Dauk. Great read and highly recommended for anybody in a leadership position." —**JÖRG HARJES, VICE PRESIDENT MARKETING**

"Jürgen was essential for our business success. I am glad he distilled his knowledge into an actionable transformation framework." —**MARK RICHARDSON, CEO MONDIAL**

"Jurgen has actually done this stuff...He's made the mistakes so you don't have to. He's tested the frameworks so you know they work." —**KARIM BEN-JAFAAR, ADVISOR**

"Does the world need another leadership book? Reading Jürgen's book, I can clearly answer this question with a strong yes." —**THORSTEN LANDICH, MANAGING DIRECTOR**



Bios For Jürgen Dauk

Short Bio

Jürgen Dauk is an industry veteran with over 25 years of senior leadership experience, certified NLP Master and Coach, Design Thinking Coach, SAFe 6 implementation consultant and a university background in Microelectronics. Jürgen is focused on helping organizations on their transformation journey acting as a Mentor, Advisor and board member.

Long Bio

Jürgen Dauk is an industry veteran with over 25 years of senior leadership experience, certified NLP Master and Coach, Design Thinking Coach, SAFe 6 implementation consultant and a university background in Microelectronics.

Jürgen is focused on helping organizations on their transformation journey acting as a Mentor, Advisor and board member.

Jürgen is driven by curiosity. As a child Jürgen's dream was becoming an inventor. He got his first computer when he was 12 and started learning to program and to experiment with soldering hardware extension together.

After school he went to university to study microelectronics as this seemed to be closest to becoming an inventor.

During university Jürgen worked for a small hardware and software startup to finance his studies. He got fascinated by the business side of technology and stayed at that company after university for ten years to first build a support and test department. Later he moved into sales, marketing and operational leadership roles and got fascinated by how to shape the economical impact and scale a business.

For the next 20 years Jürgen worked in various leadership roles including sales, marketing and operations for companies such as Oracle, OpenText, Avaya and Planview. He led major transformation initiatives throughout his career sparking his interest in how to design better organizations.

He started documenting his findings on what worked well and what did not work. He read books on organizational design, psychology and agile transformation. He took courses on ontology, psychology, NLP and Design Thinking.

A few years back Jürgen started acting as an Advisor for technology companies to pass on his experience and to help building better and more profitable companies.

In private Jürgen enjoys spending time with his wife Silke, their 3 boys and their dog Leo. He loves reading, skiing, scuba diving and has a passion for food of all sorts.

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Keynote Speaking

Jürgen Dauk is recognized keynote speaker who empowers audiences to reconnect with purpose, rediscover passion, and lead with intention. With more than two decades of leadership experience in the tech industry, Jürgen brings a powerful blend of empathy, expertise, and energy to every stage. His talks resonate deeply with audiences across corporate, software, and technology sectors—offering tangible takeaways on organisational design, people dynamics, and agile transformation.



Topics Include:

→ **NO VISION, NO PASSION, NO SUCCESS**

A company without a clear North Star vision that guides every decision and that motivates employees to go the extra mile will not be able to compete long term.

→ **AGILE TRANSFORMATION ISN'T OPTIONAL ANYMORE**

Most tech companies would argue they are agile. But agility is not some agile development processes or a scrum board. True business agility includes re-inventing the organizational structure of a company based on a strong vision, centered around customers a

→ **AI WITHOUT TRANSFORMATION IS FAILURE**

If you are running an outdated organizational structure with centralized decision making and siloed departments you would probably see very limited efficiency gains when implementing AI.

Quotes From the Book

“The number one concern of CEOs - ranked higher than market competition, regulatory changes, or technological disruption - is failing strategy execution. When surveyed, 70% of strategists admit they're concerned about their ability to actually close the strategy execution gap. Only 10% of strategic plans ever reach full implementation.”

“The transformation was remarkable. Within twelve months, their sales grew by 22%, and their pipeline expanded by 47%. But perhaps more importantly, they evolved from a vendor competing on features to a strategic partner solving meaningful business problems.”

“Here's the uncomfortable truth that most executives won't admit - having more data doesn't automatically lead to better decisions. In fact, it can create a dangerous illusion of certainty that masks fundamental blind spots. Traditional metrics often measure activity rather than value, outputs rather than outcomes, and present performance rather than future potential.”

“Companies with a North Star vision that every employee can relate to and that meaningfully connects individual work to universal purpose are 78% more successful than their competitors across multiple metrics including revenue growth, employee retention, customer satisfaction, and market share expansion.”

“As technology becomes the backbone of virtually every industry, every company is becoming a software company whether they realize it or not. But here's what most leaders miss: if you want to compete like a software company, you can't just adopt the tools and technologies - you need to fundamentally rethink how you operate.”



MEDIA INQUIRIES



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