



Four Levels to Winning & Future Success

The New Light: A New Business View

A guide to successfully think and act as a new leader

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Preface

We live in a world now where we get information fast, but we don't get knowledge. Knowledge needs to be earned. There are no easy rides. Society perpetuates the idea of no process. Technology means we get what we want: Faster and easier. But are we happier? Are we more successful? Does it mean that we have achieved more? I think you know the answer to that. Put your focus on what you have to say to the world not what the world has to say about you.

Madonna, Billboard Women in music, 2016

Research shows that organizations (and any system) tend to develop shared expectations and habits (organizational routines) about how things should be and have to be done by developing own 'thought worlds', which in turn leads to cultural resistance to change and, even more important, avoidance of innovation and growth. What can we do to foster new 'thought worlds' and fluid intelligence for growth and renewal of systems?

'Becoming future ready means scaling up capabilities relevant to future competition. In previous research, we found that a company must make regular shifts in its know-how in order to stay ahead of competitors over the long run. If a company's know-how stagnates, it will face competition from copycats, fall behind in advancements, and eventually fail.' [Howard Yu et al. \(2022\), HBR](#)

Shifting in know-how and caring about the process to gain knowledge and foster collaborative learning lead automatically to a new business view; which means you make a difference in the world and start to think and act as a new leader...

With this e-book you have a guide in your hands to commit to growth and learning, helping you to become future-ready and be successful in the long-run. This e-book presents a new business view for leaders to harness the power of innovation and communication and build a new relationship with innovation and communication to be successful and see beyond current realities.

It is your guide to elevate your consciousness and lead as a more meaningful, innovative organization. You can diver deeper and learn more with further sources and services. Start today and enjoy your journey to the new light... it is not a transformation through pain; it is a transformation through truth.

Nicole Pfeffermann

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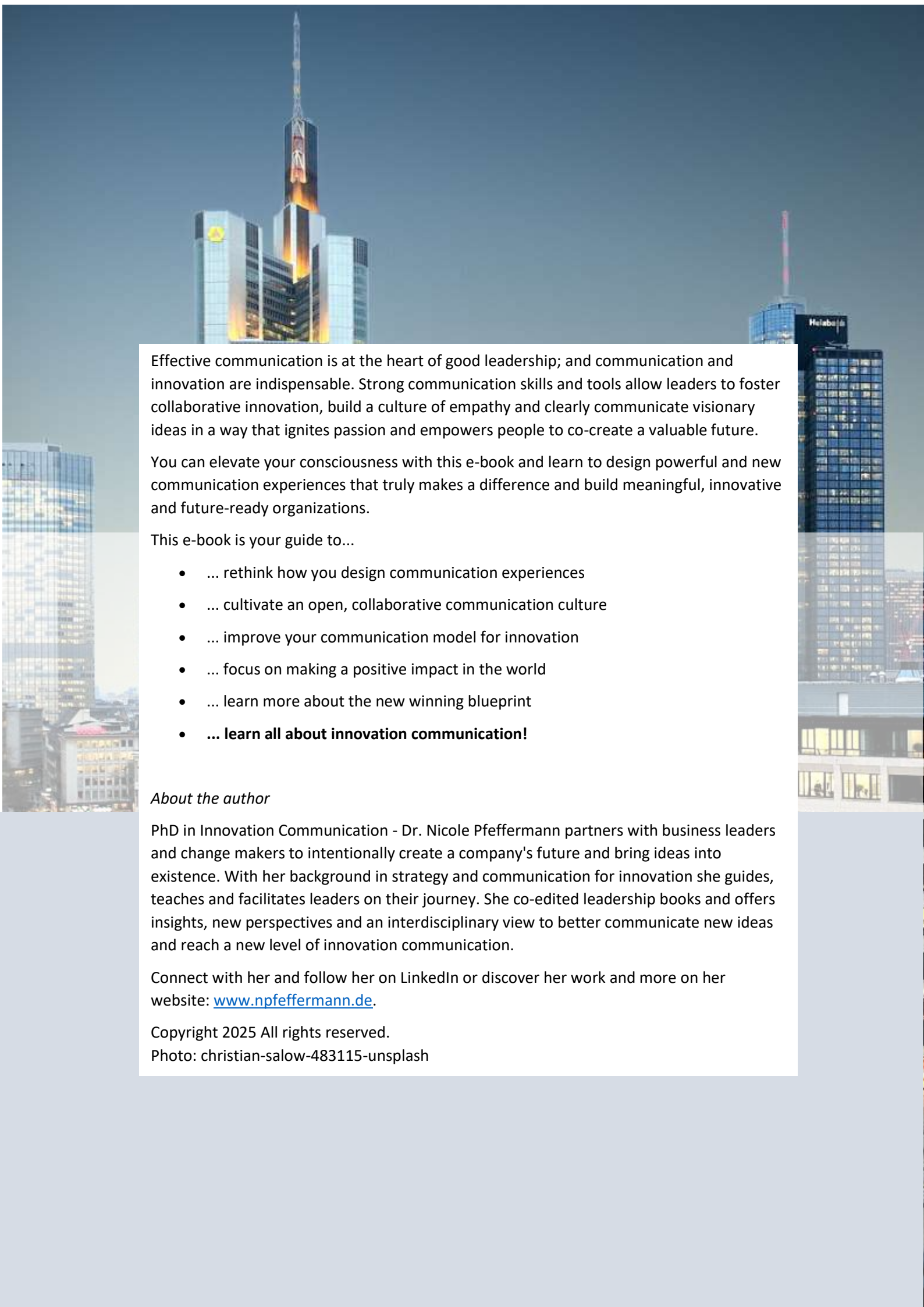
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Note:

I refer to my publications in every section and you can read more about my ideas and approaches in my books (Springer and Routledge) as well as conference submissions and my dissertation. You can see my list of references in My Bibliography (pp. 181-182). This e-book aims at empowering business leaders and change makers and provides a comprehensive understanding of my work and publications over a period of 15-20 years.



Effective communication is at the heart of good leadership; and communication and innovation are indispensable. Strong communication skills and tools allow leaders to foster collaborative innovation, build a culture of empathy and clearly communicate visionary ideas in a way that ignites passion and empowers people to co-create a valuable future.

You can elevate your consciousness with this e-book and learn to design powerful and new communication experiences that truly makes a difference and build meaningful, innovative and future-ready organizations.

This e-book is your guide to...

- ... rethink how you design communication experiences
- ... cultivate an open, collaborative communication culture
- ... improve your communication model for innovation
- ... focus on making a positive impact in the world
- ... learn more about the new winning blueprint
- ... **learn all about innovation communication!**

About the author

PhD in Innovation Communication - Dr. Nicole Pfeffermann partners with business leaders and change makers to intentionally create a company's future and bring ideas into existence. With her background in strategy and communication for innovation she guides, teaches and facilitates leaders on their journey. She co-edited leadership books and offers insights, new perspectives and an interdisciplinary view to better communicate new ideas and reach a new level of innovation communication.

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