# Huge LeSS Huge at BMW Group — Autonomous Driving

A snapshot of the first 2.5 years into the adoption

<u>link</u>

#### Disclaimer

All presented opinions are personal opinions of Michael and Konstantin and do not express the views or opinions of their employers or clients.

## Why?

#### Saving the Future for the Company

- Staying a Key Player in Automotive
- Owning the value stream of hardware, software, and services
- Owning the opportunity to improve hardware, software, and services

## What?

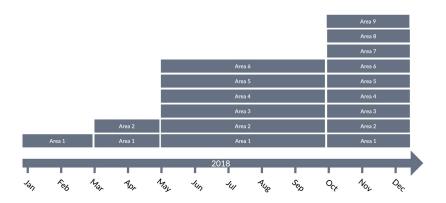
#### **Going Flexible**

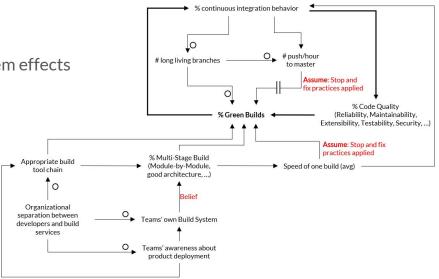
- Organization adapting to market needs and insights
- Solving the customers needs in code, services, hardware, and regulation
- Code which is as adaptive as the customers/market changing

## How?

# Changing Mindset and Organization Operation Model

- A Changing Mindset
- Progressive adoption
- Watching for harmful mental models and system effects





## **Questions?**