

DEUTSCHE WELLE



Lessons learnt across Europe

Change processes in public broadcasting

How to make a change process failing?

Set unrealistic goals in an unrealistic
time frame

Plan short term

Do not use a strategic approach
Change is a purely technical project

Do not enable the station to perform

Products are not important
consumers are irrelevant

Do not create real independence,
nor legally, nor financially

Do not create a joint vision

Do not include stakeholders

Multumesc

patrick.leusch@dw-world.de

facebook.com/DWAkademie