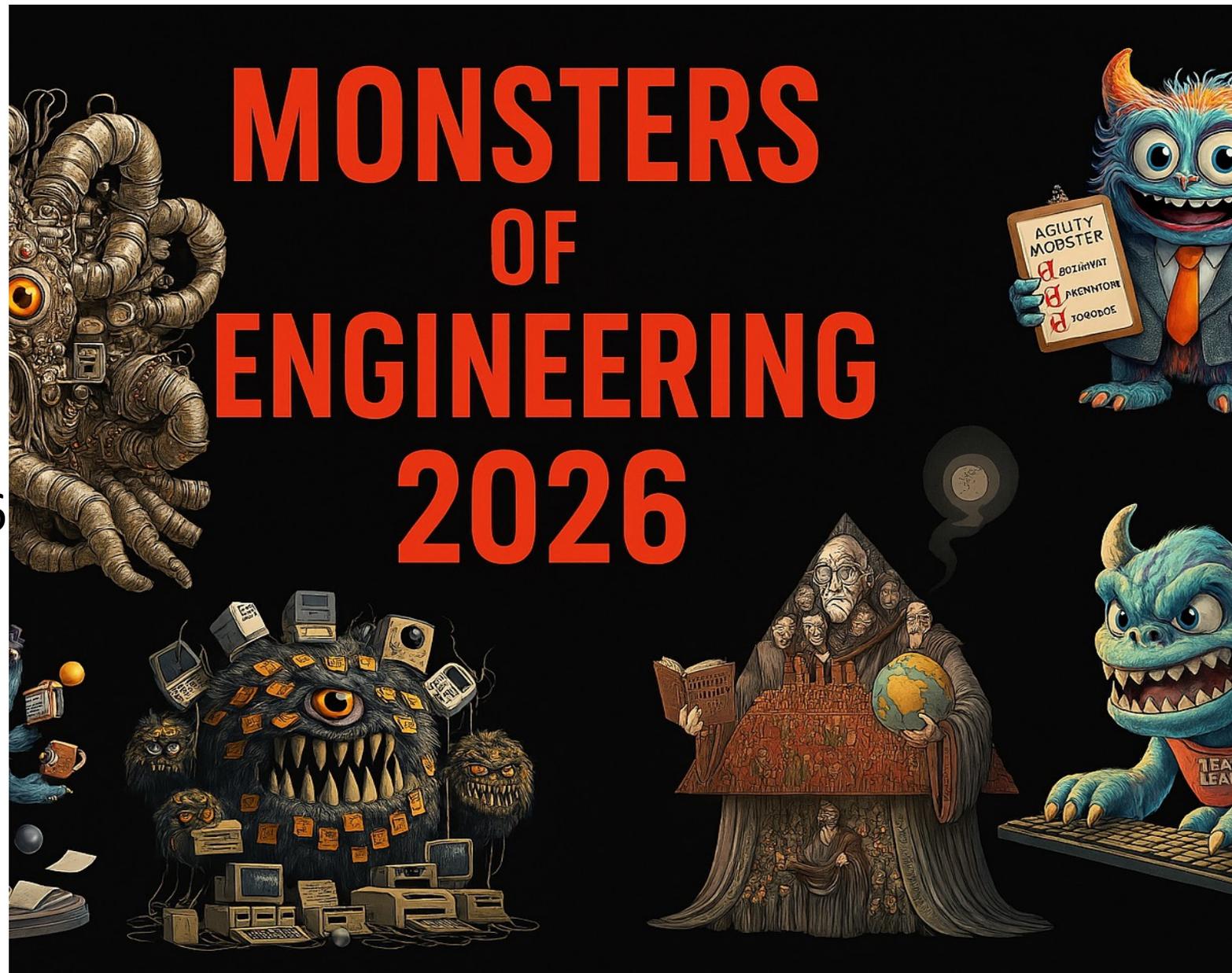


B/S/H/

Monsters of
Engineering 2026

"don't take it to serious
and not too less"

Felix Froebel (BSH GDE-BEE)



B/S/H/

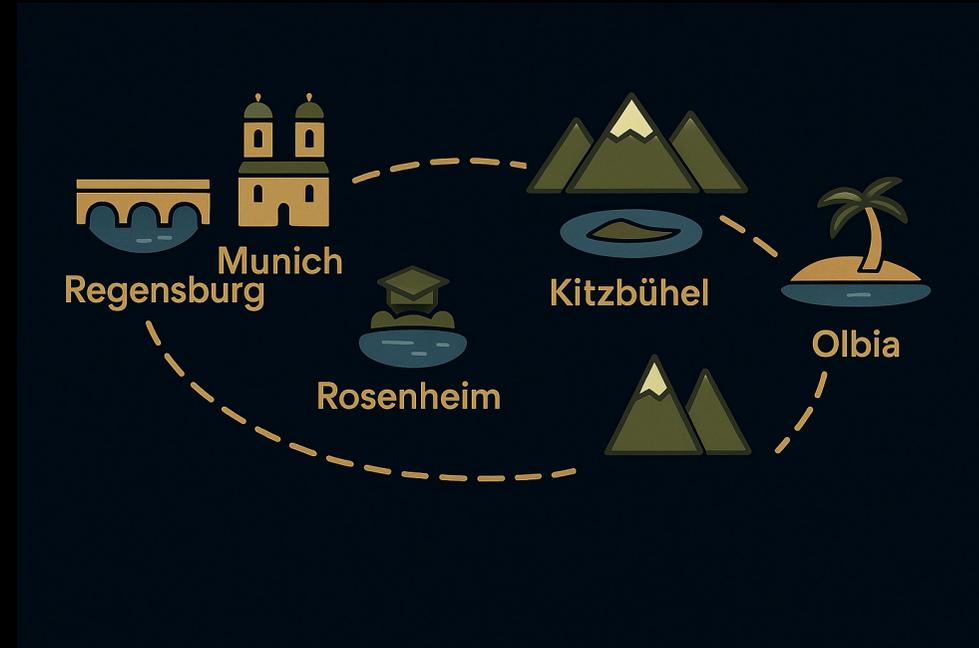
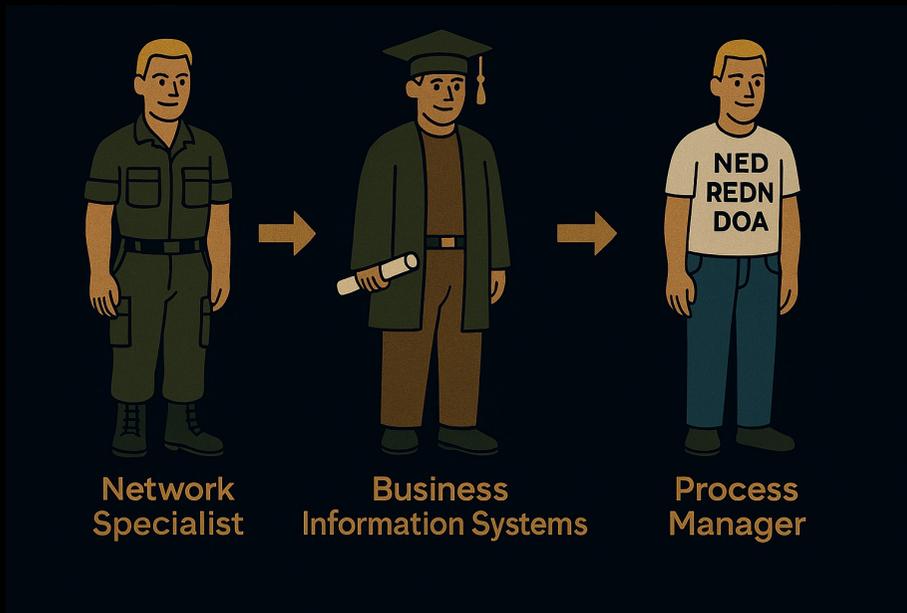
BSH Home Appliances



Monsters of Engineering 2026

B/S/H/

BSH Home Appliances



Felix Fröbel

Monsters of Engineering 2026

Environmental Monsters

—

Out of scope 😊



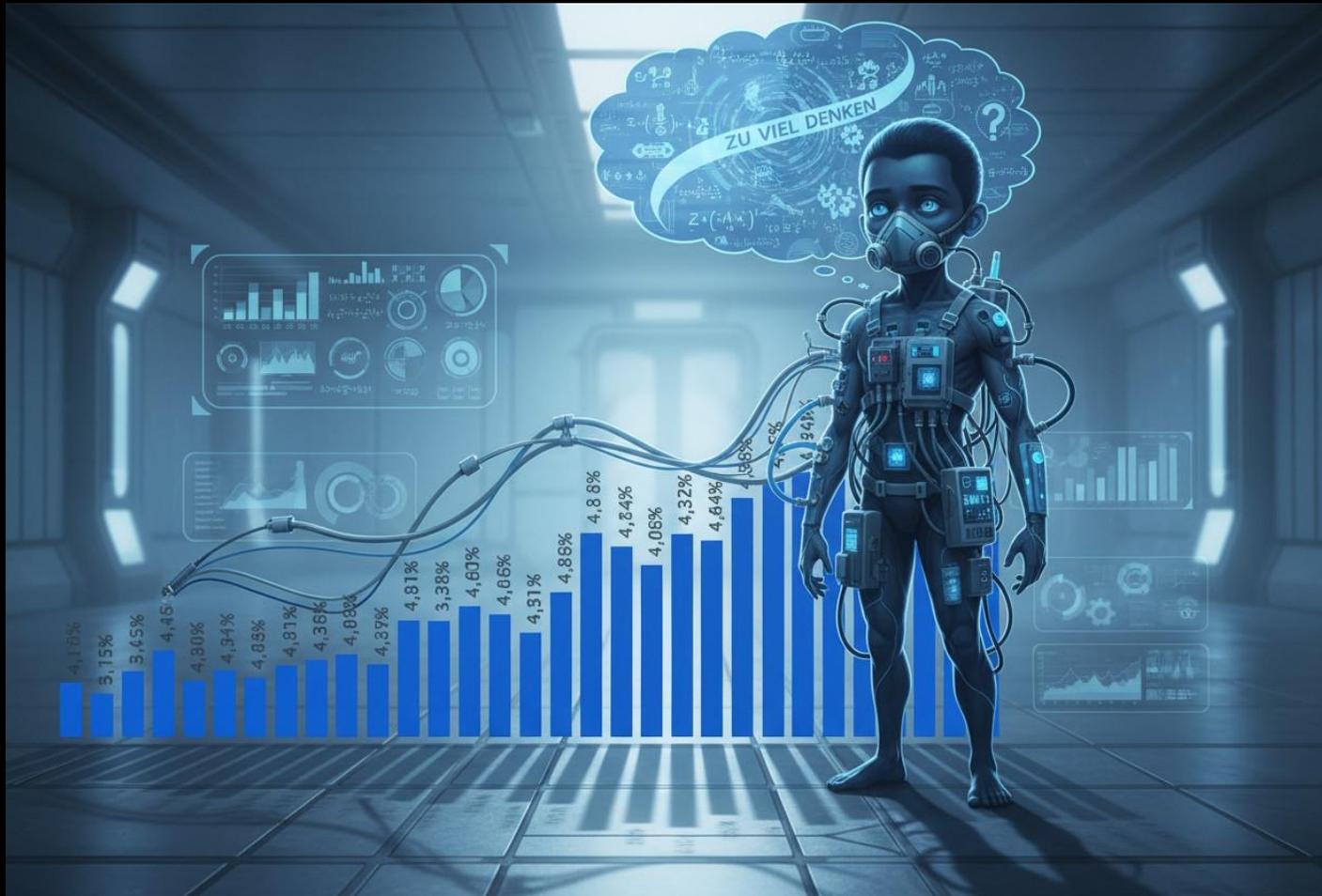
The Home Office Ghost



The alone in the Office Ghost



The demographic change Monster



The growing illness rate of young Generation Monster



Leadership T-Rex

WELCOME TO MONSTERLAND

Working with behavioral patterns for greater business impact



Monsterland is a place where technology is invented for life through collaboration, innovation and high performance. The humorous inhabitants make behavioral patterns visible and allow us to discuss them, which is essential for a greater business impact. Let's explore.



The Process Monster



The Bureaucracy Monster



The Impulse Monster



The Not Invented Here Monster



**The Juggling
Monster**



**The No-Risk-Taking
Monster**



The Silo Monster



**The Wait-And-See
Monster**



**The Failure Culture
Monster**



**The Relevance
Monster**



**The Impulsivity
Monster**



**The Not-Invented-
Here Monster**



**The Spaghetti-Code
Monster**



The Budget Monster



**The Perfection
Monster**



**The
Micromanager
Monster**

How to catch the Monsters



Catch all the Monsters with Gamification