The Art of Digitalisation
Making Organisations More Human

Joan Mulvihill, Digitalisation Lead, Siemens
“Computers are useless. They will only tell you the answers.”

- Pablo Picasso
Successful Intelligence (Robert Steinberg)

- Analytical - judge, compare, contrast, evaluate data
- Creative - ideas that are ‘somewhat’ novel and useful*
- Practical - common sense ability to implement them
- Wisdom - consider and ensure they achieve common good
Catherine Barron, Artist and Author

The O(map), A Theory of Creativity
A machine, a child, a Pollock...

tention - consciousness
Where are the creative ones?

- **ARTFUL KNOWING**: ACTIVITY that is sensed and experienced
- **DESIGN THINKING**: Ideas/Innovation ‘thought through’
- **ENTERTAINMENT**: Within frame, does not challenge norms and assumptions
- **BRANDING**: Questions Norms and Assumptions
How crazy are you?

Source: Kaihan Krippendorff

Is it crazy to disrupt?

Or

Is it crazy not to?
Three Questions

1. What will the market look like 10 years from now?

2. What can your role be in that market?

3. What capabilities must you start building now to fulfil that role?
Faster Horses
Cars
why?
Imagination is more important than knowledge. Knowledge is limited to all we know and understand, while imagination embraces the entire world, and all there ever will be to know and understand.

- Albert Einstein
Painter - Manager

Artist - Leader
Is innovation a conceptual art form? (Sol LeWitt)

Do we need to cultivate greater creativity for the organisation of the future?

How well does current leadership and management education and training serve us for that future?
Contact

Joan Mulvihill
Digitalisation and Sustainability Lead

Siemens Ireland
Mobile +353 89 3897552

E-mail: joan.Mulvihill@siemens.com