



# The Art of Digitalisation

## Making Organisations More Human

Joan Mulvihill, Digitalisation Lead, Siemens



Computers are useless. They will only tell you the answers.

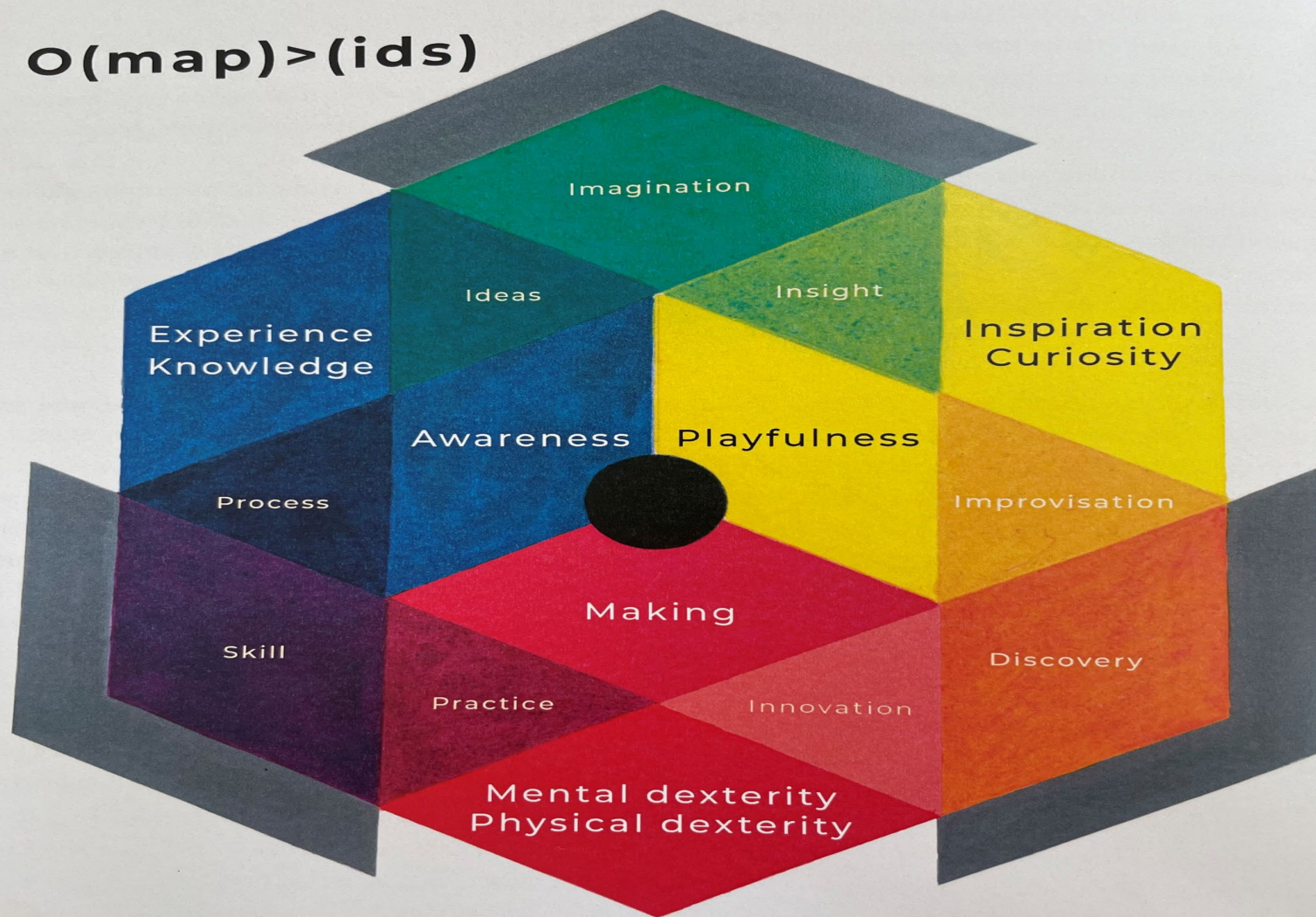
- Pablo Picasso



## 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

# O(map)>(ids)



Catherine Barron,  
Artist and Author

The O(map), A Theory of  
Creativity



A machine, a child, a Pollock...

intention - consciousness

ACTIVITY that is sensed and experienced

Ideas/Innovation 'thought through'

Questions Norms and Assumptions

**ARTFUL KNOWING**

**DESIGN THINKING**

Within frame, does not challenge norms and assumptions

**ENTERTAINMENT**

**BRANDING**

**Where are the creative ones?**

*How crazy are you?*

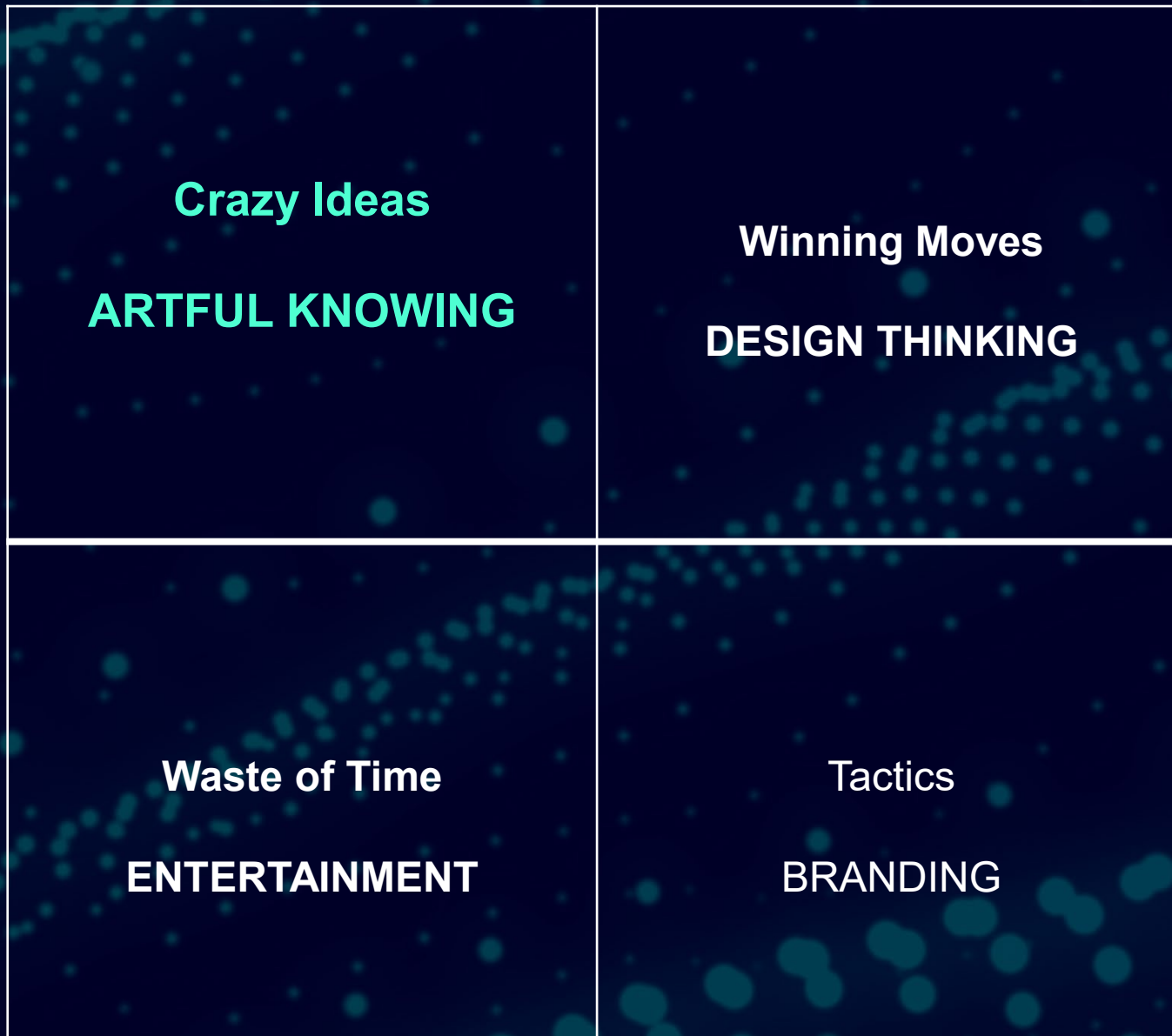
*Source: Kaihan Krippendorff)*



**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](mailto:joan.Mulvihill@siemens.com)**