

Socio-Technical Collaboratory

CEO Sponsors' Conference April 2019

Carl Watson

Microsoft

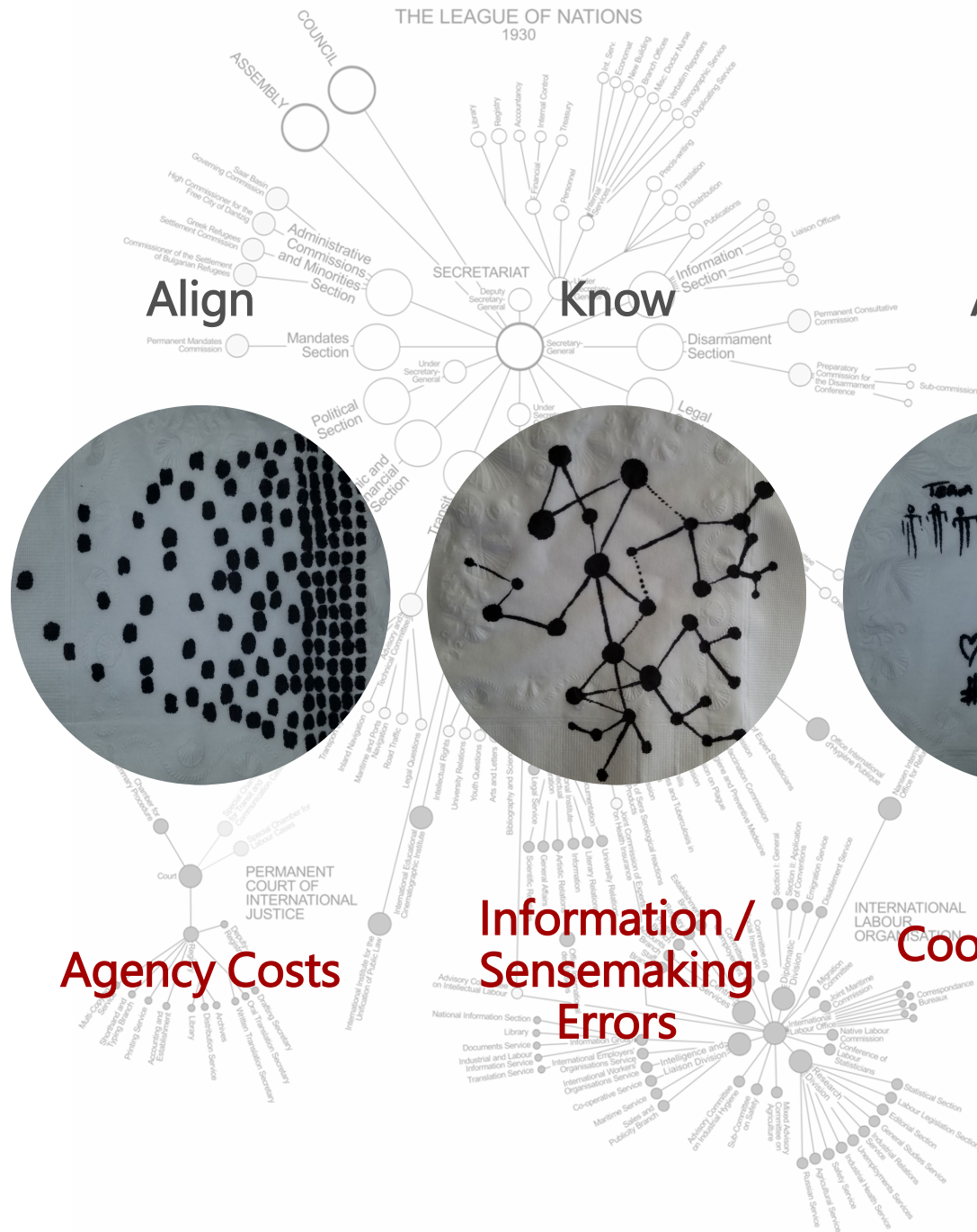
What we've learned...

- 1 Every company is a technology company
- 2 Two words for the entire journey: Dreams and details
- 3 DT projects are often a series of micro revolutions: It starts small
- 4 Culture change is critical for successful transformation
- 5 DT creates an equal impact on society & sustainability
- 6 Industry Boundaries are blurring
- 7 AI, data estate and security are foundational elements of DT
- 8 Multi-disciplinary partnerships are key for DT; it disrupts the entire ecosystem
- 9 Companies with an effective DT dream and governance framework succeed more
- 10 Leveraging Consumer trends will accelerate commercial DT success

Why aren't network organizations everywhere?



Collective action is a hard problem



Everything has boundary conditions



Bounded Rationality &
Cognitive Limitations

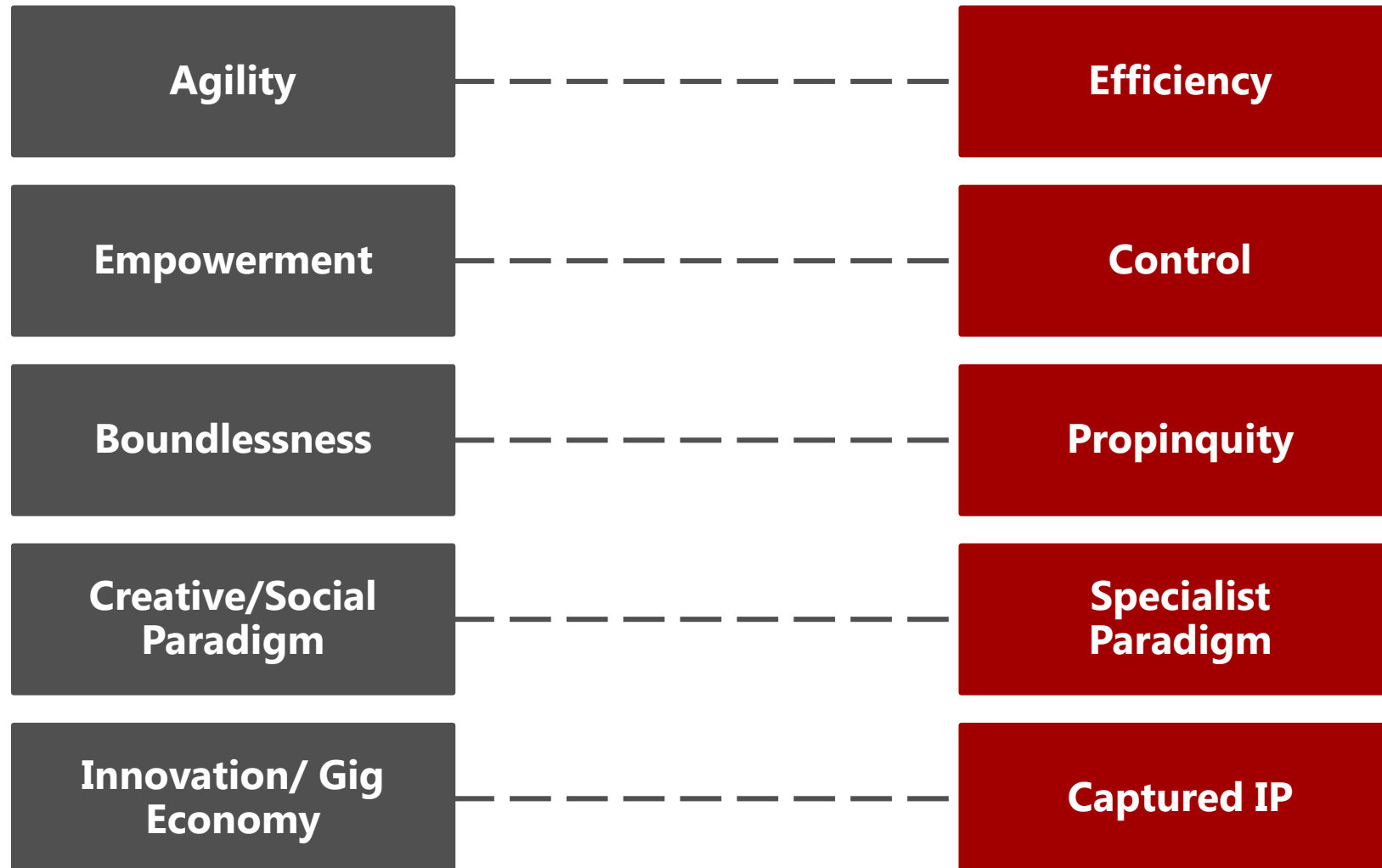


Communication &
Information Limitations



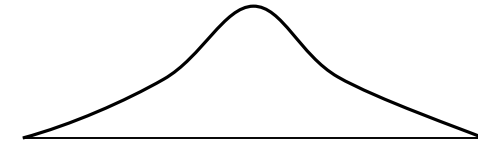
Human Social Needs

Fault Lines of Organizational Failure

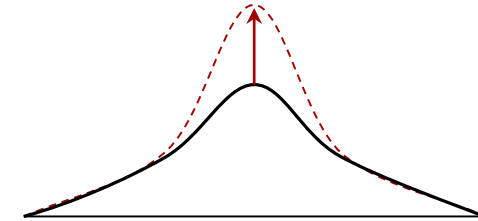


Conceptualizing the Opportunities

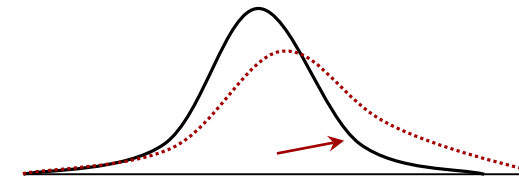
Socio + Technology = Capability



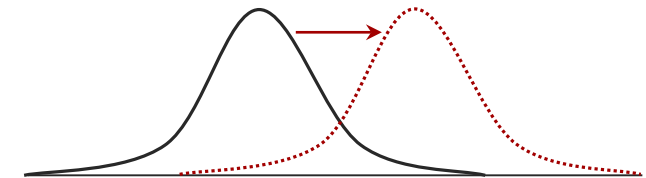
New Socio + Technology = **Full Utilization**



Socio + **New Technology** = **Untapped Potential**



New Socio + New Technology = Shift in Potential



Socio-Technical Collaboratory

WAYS OF SEEING

Scaled Humanity

Mark Whiting, Stanford

Modern Work Vision

Anton Andrews, Envisioning Team

Social System Adaptation

Carl Watson, Org Development



The Future of Productivity

Ned Friend, E+D

A Place in the Workforce of Tomorrow

Lorraine Bardeen, Cloud+AI

Systems Centered Design

Ming-Li Chai, Envisioning Team

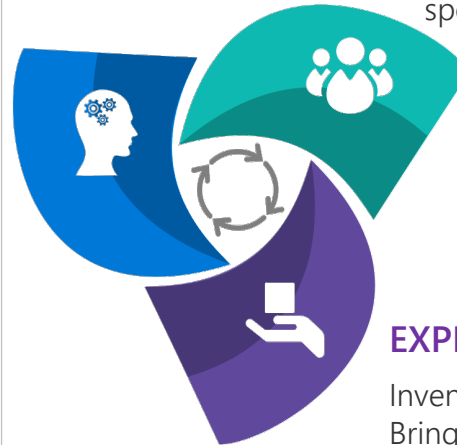
ENERGIZING THE SYSTEM

DREAM

Reimagine collective action at scale. Curate and channel shared passion.

DESIGN

Show the journey. Propose social system + tool flows to illustrate specific opportunities.



EXPERIMENT

Invent, test and learn. Bring dreams to reality by rapid experimentation and progressive systemic integration.

CollabONE MOMENTUM

*"I came for the networking and **stayed for the ideas.**" – Incubation Leader, E+D*

Attendance

46

*"This is really interesting work and **I'm intrigued by where it will take us.**" – End User Service Eng, CSE&O*

Specialties
Research
Design
Org Dev
Engineering
Incubation
Strategy

*"Great to see **different disciplines** coming together around this. **Only way this will succeed.**" – Design Leader, E+D*

*"**I felt the buzz.**
The level of interest and passion in so many areas is encouraging."
– PM, AI+R*

Journeys

Dynamic Teaming
Awareness & Emotions
Self-management Enablers
Operation Free Agent