



TECHNOLOGY@WORK IN THE 21<sup>ST</sup> CENTURY

LEIDEN, 5 - 7 SEPTEMBER 2018

# WHY ARE WE HERE?



## GOAL

To stay viable as organizations and as STS designers in the era of digital technology, we need to

- Understand the possibilities and limitations of these technologies in (the process of) organization and ecosystem design.
- Gain insight in how these new technologies might be incorporated in the (process of) organization and ecosystem design.

## MAIN QUESTION

What are the possibilities and limitations of new digital technologies and how might these be most effectively incorporated in the (process of) organization and ecosystem design?

# WHO ARE WE?

- Design Team
- [www.menti.com](http://www.menti.com)
- Getting acquainted



# LEARNING JOURNEY





# GROUND RULES

# TODAY

## MORNING

- **KEYNOTE: DISRUPTIVE (DIGITAL) TECHNOLOGIES -**

***MARTIJN VAN GLABBEEK***

- OPEN FORUM: Q&A
- THEORETICAL FOUNDATION

***BERT, PIERRE, MATTHIJS AND MARK***

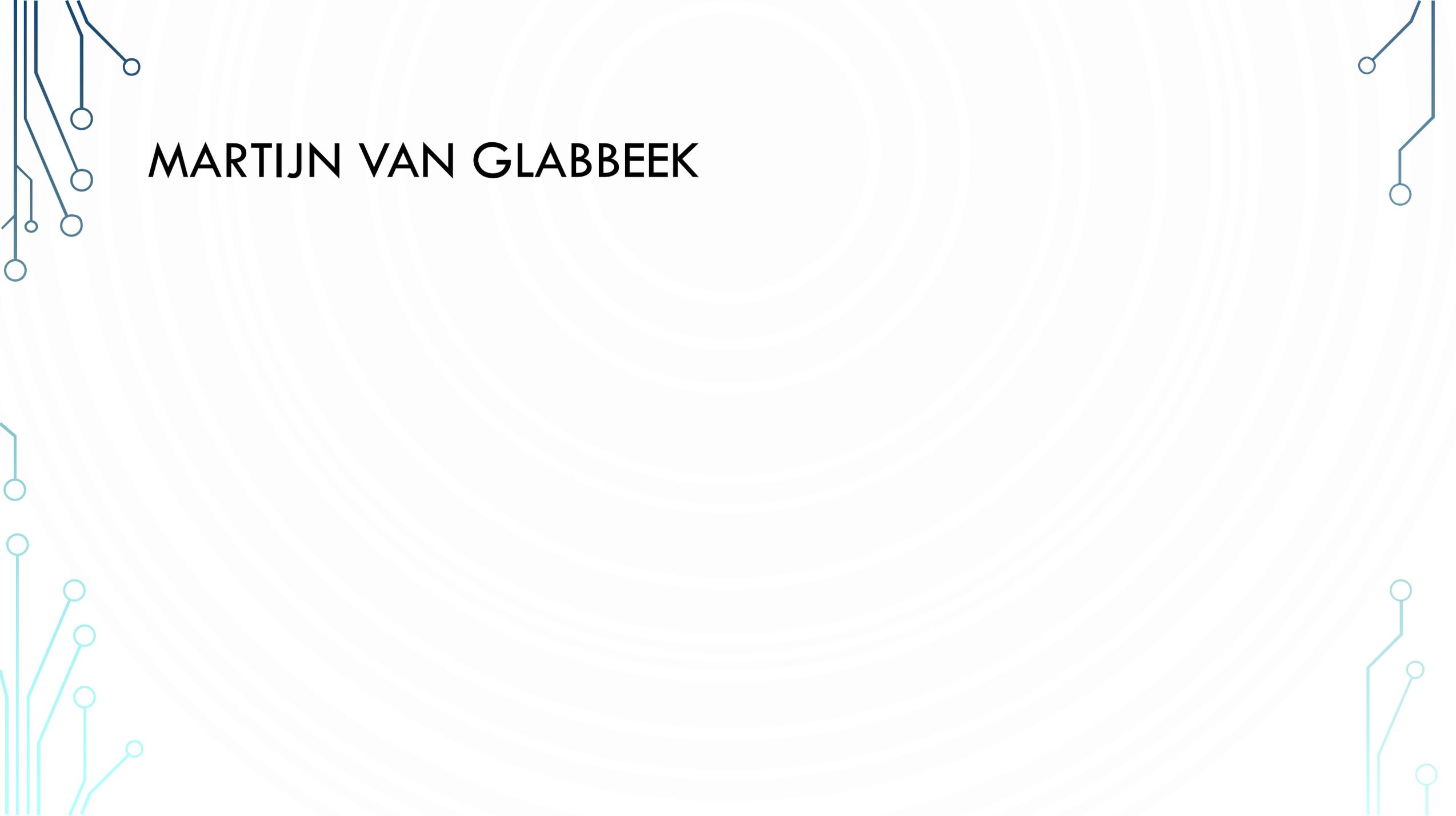
- TECHNOLOGY CARROUSEL INTRODUCTION

## AFTERNOON

- TECHNOLOGY CARROUSEL
- CARROUSEL DEBRIEF AND DELIBERATIONS
- INTRODUCTION TO SITE VISIT ECT

***HENK-JAN BAX***

***TO GET FAMILIAR WITH DIGITAL TECHNOLOGIES, THEIR POSSIBILITIES AND LIMITATIONS FOR ORGANISATION DESIGN.***

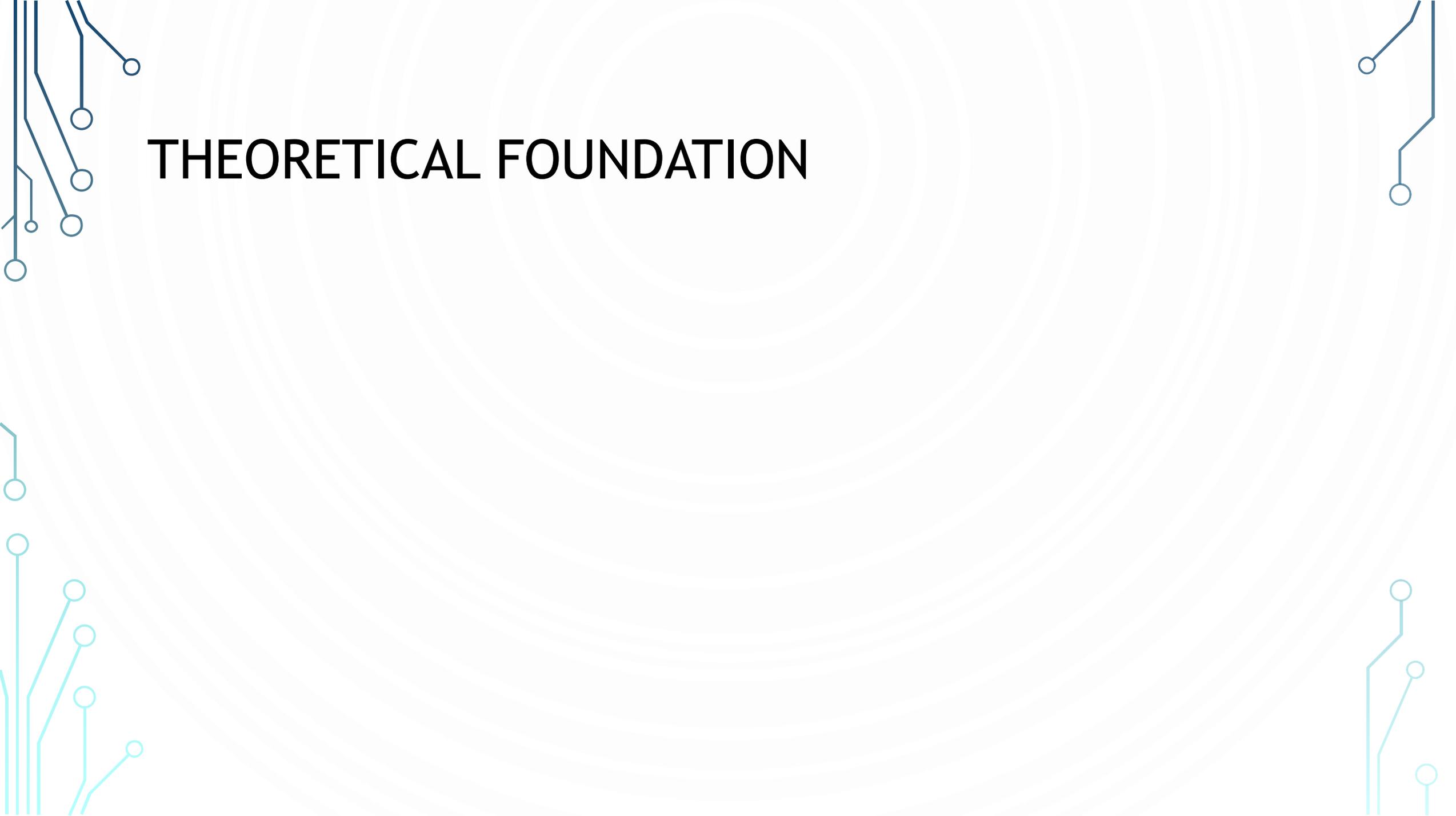
The background features a subtle pattern of concentric, light blue circles. In the four corners, there are decorative circuit-like patterns consisting of thin blue lines and small circles, resembling a printed circuit board or a network diagram.

**MARTIJN VAN GLABBEEK**

# OPEN FORUM

- Teamwork: ('10)
  - What surprised you?
  - What burning questions do you have already?
  - Select two question for the plenary Q&A.
- Q&A ('20)



The background features a subtle pattern of concentric circles in a light blue color. The corners of the page are decorated with stylized circuit board traces in a darker blue color, with small circles at the end of the lines, resembling nodes or components.

# THEORETICAL FOUNDATION

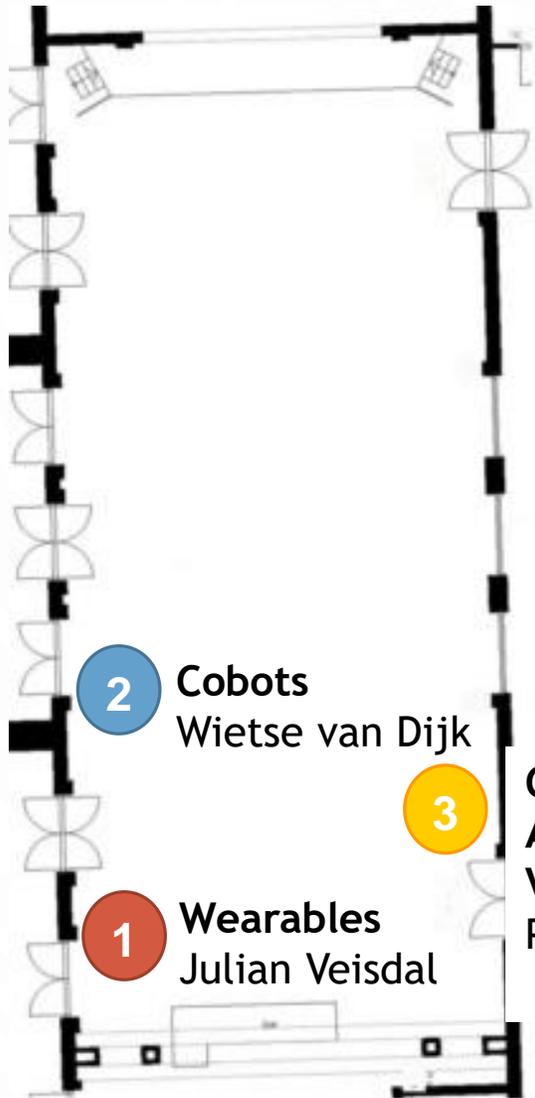
A carousel with various animal figures, including a tiger, a white horse, and a brown horse, set against a background of colorful lights and a wooden structure. The carousel is illuminated with red, green, and blue lights, and the floor is polished wood. The carousel is located in a large, open hall with a high ceiling and large windows. The carousel is surrounded by a wooden railing and has a red base. The carousel is in the center of the image, and the text is overlaid on a semi-transparent white box in the middle. The text is in a bold, black, sans-serif font. The background is a vibrant, colorful scene of a carousel with various animal figures and lights. The carousel is illuminated with red, green, and blue lights, and the floor is polished wood. The carousel is located in a large, open hall with a high ceiling and large windows. The carousel is surrounded by a wooden railing and has a red base. The carousel is in the center of the image, and the text is overlaid on a semi-transparent white box in the middle. The text is in a bold, black, sans-serif font.

# TECHNOLOGY CARROUSEL

## INTRODUCTION

# TECHNOLOGY CARROUSEL

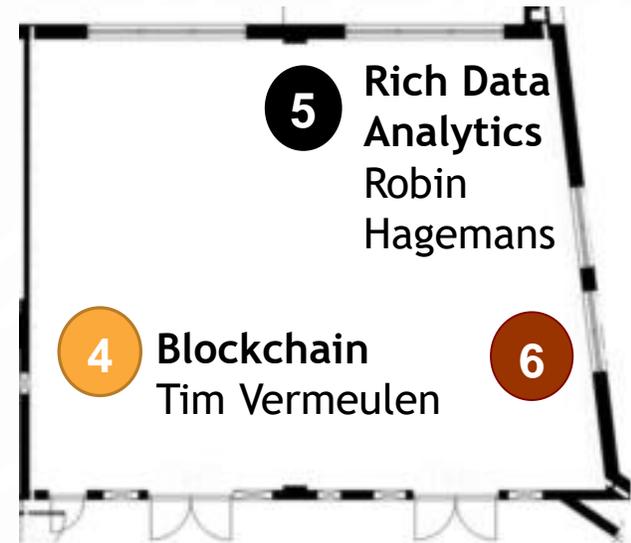
BREEZAAL:



- 1 Wearables  
Julian Veisdal
- 2 Cobots  
Wietse van Dijk

3 Collaborating  
Autonomous  
Vehicles  
Peter van Heusden

JAN WILLEM SCHAAPFOYER:



4 Blockchain  
Tim Vermeulen

5 Rich Data  
Analytics  
Robin  
Hagemans

6 Machine  
Learning,  
AI  
Ruud  
Nijhuis

# TECHNOLOGY CARROUSEL

- The carrousel consist of three 30' rounds that elaborate on the 6 technologies in parallel. Music signals change.
- Each team is provided with 6 different tickets per round. Make sure every team member has a different ticket for each round.
- Write down (on post-its) what new possibilities and limitations these digital technologies bring to the organisation and ecosystems (design) table.
- Make a distinction in your answers between the three levels explained by Mark: Micro, Meso and Macro level.
- After the three carrousel rounds, we have a short break, please be in the Breezaal back at 15:00.



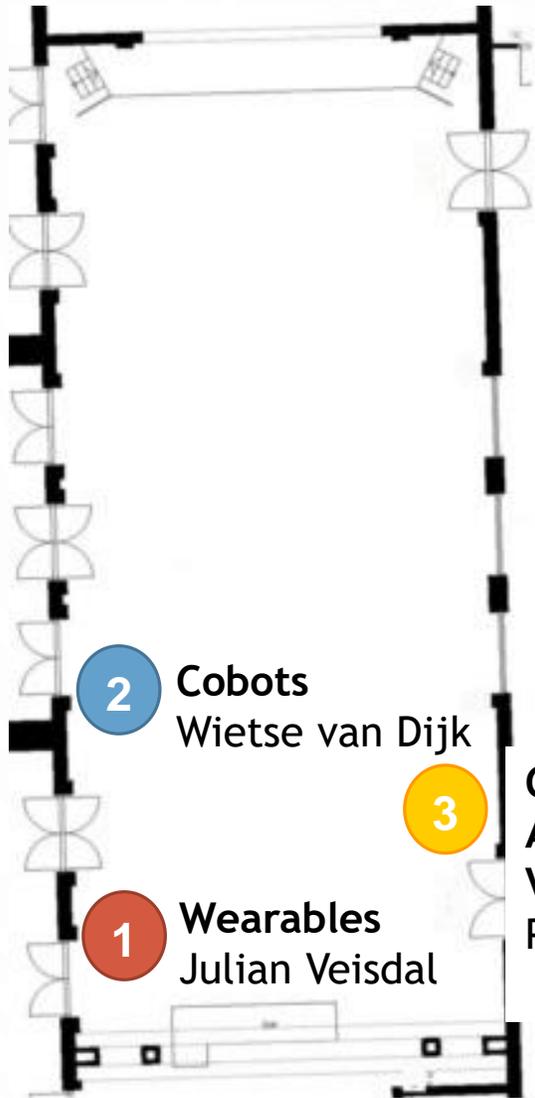
LUNCH

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# TECHNOLOGY CARROUSEL

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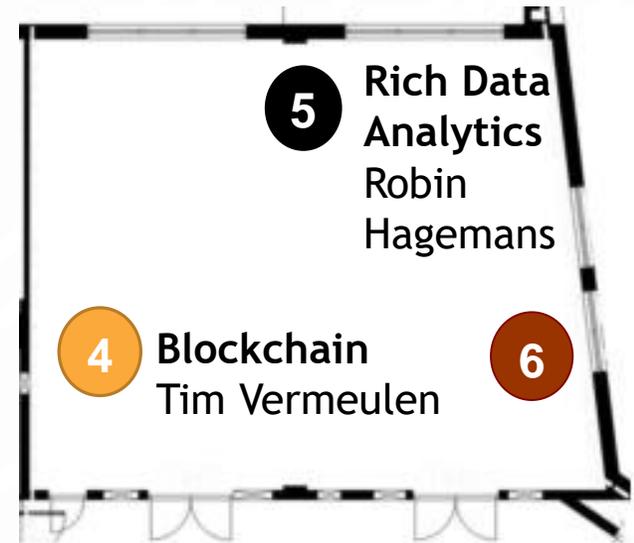


**2** Cobots  
Wietse van Dijk

**1** Wearables  
Julian Veisdal

**3** Collaborating  
Autonomous  
Vehicles  
Peter van Heusden

JAN WILLEM SCHAAPFOYER:



**4** Blockchain  
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**BREAK**

# TECHNOLOGY CARROUSEL DEBRIEF



## STEP 1

COLLECT LESSONS LEARNED  
WITHIN EACH TEAM (30')



## STEP 2

CONSOLIDATE THE LESSONS  
LEARNED AT EACH LEVEL OF  
INTERACTION (30')



## STEP 3

REPORT OUT OF KEY INSIGHTS  
(30')

## STEP 1 (30')

### COLLECT LESSONS LEARNED WITHIN EACH TEAM (30')



SHARE YOUR LEARNINGS AND  
DELIBERATE ON NEW  
POSSIBILITIES AND LIMITATIONS.



CLUSTER LEARNINGS ON POST-  
ITS AT EACH 'LEVEL OF  
INTERACTION'.

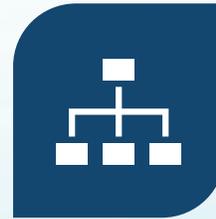
*USE FOR EACH LEVEL OF INTERACTION A SEPARATE SHEET.*

## STEP 2 (30')

# CONSOLIDATE THE LESSONS LEARNED AT EACH LEVEL OF INTERACTION



EACH TEAM APPOINTS TWO MEMBERS TO A 'LEVEL OF INTERACTION CONSOLIDATION TEAM' (LOICT: MICRO, MESO, MACRO (5'))



EACH LOICT CLUSTERS THE POST-ITS AND HIGHLIGHTS THE MOST IMPORTANT INSIGHTS ON THEIR BROWNPAPER. (24')



APPOINT ONE OR TWO PRESENTER(S) THAT STICK WITH THE OUTCOME OF THE GROUP AND REPORT OUT TO THE OTHER TWO GROUPS. (1')

## STEP 3 (30')

### REPORT OUT OF KEY INSIGHTS (30')

The appointed presenter(s) present their outcomes in two rotations (15') to the members of the other 2 groups.



MICRO → MESO  
MESO → MACRO  
MARCO → MICRO



MICRO → MARCO  
MESO → MICRO  
MARCO → MESO



# ECT ROTTERDAM SITE VISIT



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# THURSDAY: ECT ROTTERDAM

## MORNING

- BUSTRIP TO ECT ROTTERDAM (INCLUDING BREAKFAST)
- PRESENTATION ECT

*HENK-JAN BAX*

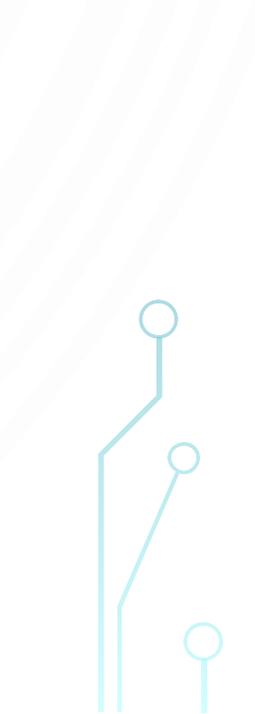
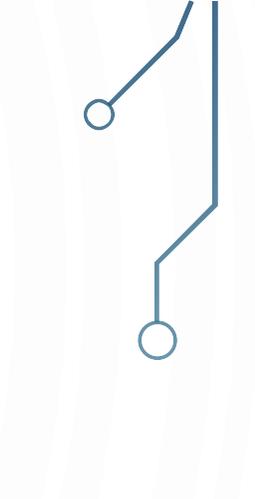
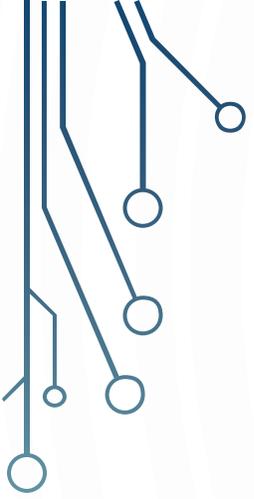
- GUIDED TOUR

*HENK-JAN BAX*

## AFTERNOON

- TEAMWORK AND DELIBERATION
- OPEN FORUM (Q&A)
- BUSTRIP TO LEIDEN
- SOCIAL EVENT AND DINNER WITH IWOT

*TO GET FAMILIAR WITH DIGITAL TECHNOLOGIES, THEIR POSSIBILITIES AND LIMITATIONS FOR ORGANISATION DESIGN WITHIN A REAL-LIFE CONTEXT (BROWNFIELD)*



# ASSIGNMENT



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# WELCOME BACK

## MORNING

- OPENING
- DEBRIEF SITE VISIT
- ETHICS SESSION

*CAROLYN AND DOUGLAS*

## AFTERNOON

- ANNUAL STS-RT MEETING (DURING LUNCH)
- DESIGN LAB: IMPACT ON ORGANISATION DESIGN (PROCESS) AND DESIGNERS

*BERT, BETSY AND DOUGLAS*

- WAY FORWARD & LA DESIGN TEAM UPDATE
- 2020 CONFERENCE
- OUTRO: GLOBAL NETWORK FOR SMART ORGANISATION DESIGN

*PIERRE AND BERT*

*TO GET INSIGHT IN HOW NEW DIGITAL TECHNOLOGIES MIGHT BE INCORPORATED  
IN THE (PROCESS OF) ORGANIZATION AND ECOSYSTEM DESIGN*