



decision engines

how digital technology and interconnected society
are rewriting organizational paradigms

Will Harper
william.harper.iii@gmail.com
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craft

Dark

Static

Sufficiency
and Belonging



technology

change

society

industry

Powered

Linear

Financial
Abundance

the industrial challenge

powered tech

predictable change

financial focus

scale to create efficiencies

organizational chaos

too many bad decisions

the decision limiter

preventing bad decisions to avoid organizational chaos

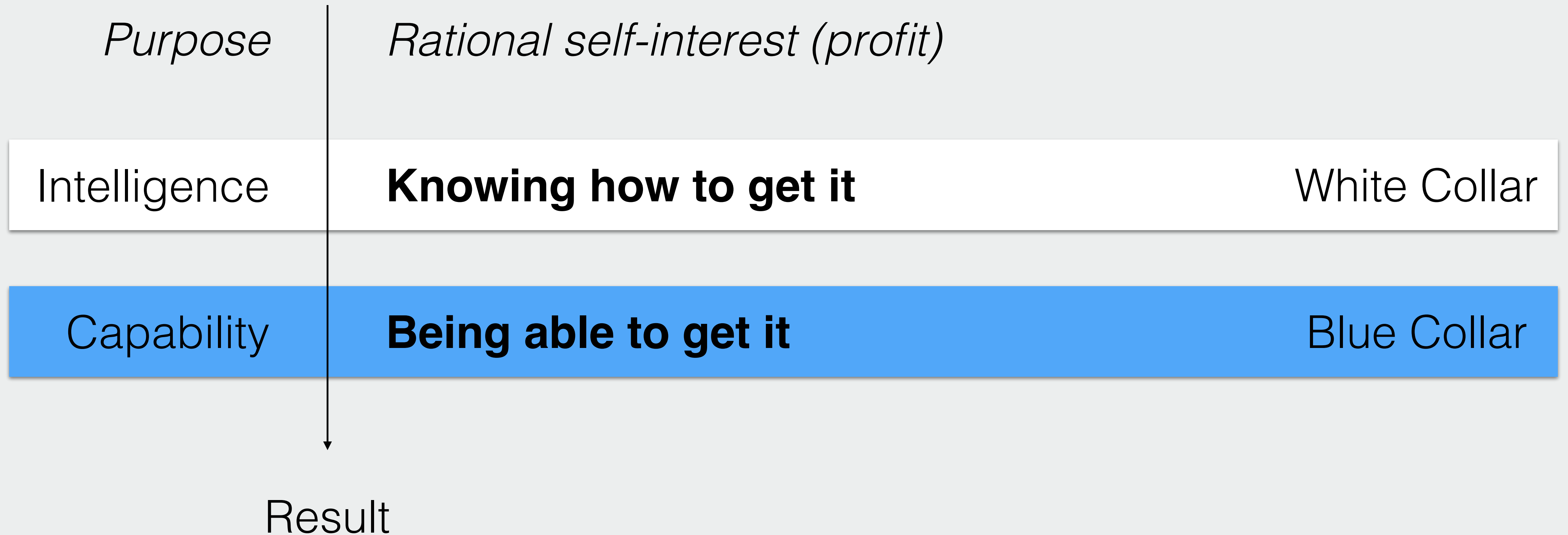
quantity

Limit decision power to all but a select few

quality

Limit decision difficulty with objective decision science

the rational decision model



we already know this doesn't work

externalities

Decisions are taken by people who may have no access to what is actually happening... they **produce goods that aren't used.**

dehumanization

Powerful organization **limits individuals rights** to pursue economic objectives. Creates a climate where organizations can **extend their control into other areas of people's lives.**

inflexibility

Unable to respond to consumer preferences

Very bureaucratic with decisions held up by planning and committees.

industry

interconnected

Powered

technology

Interconnected Digital

Linear

change

Exponential

Financial Abundance

society

Human Abundance

the interconnected challenge

interconnected technology

complexity

human abundance

interconnect to create value

organizational fragility

not enough good decisions

the decision engine

encouraging more and better decisions to avoid organizational fragility

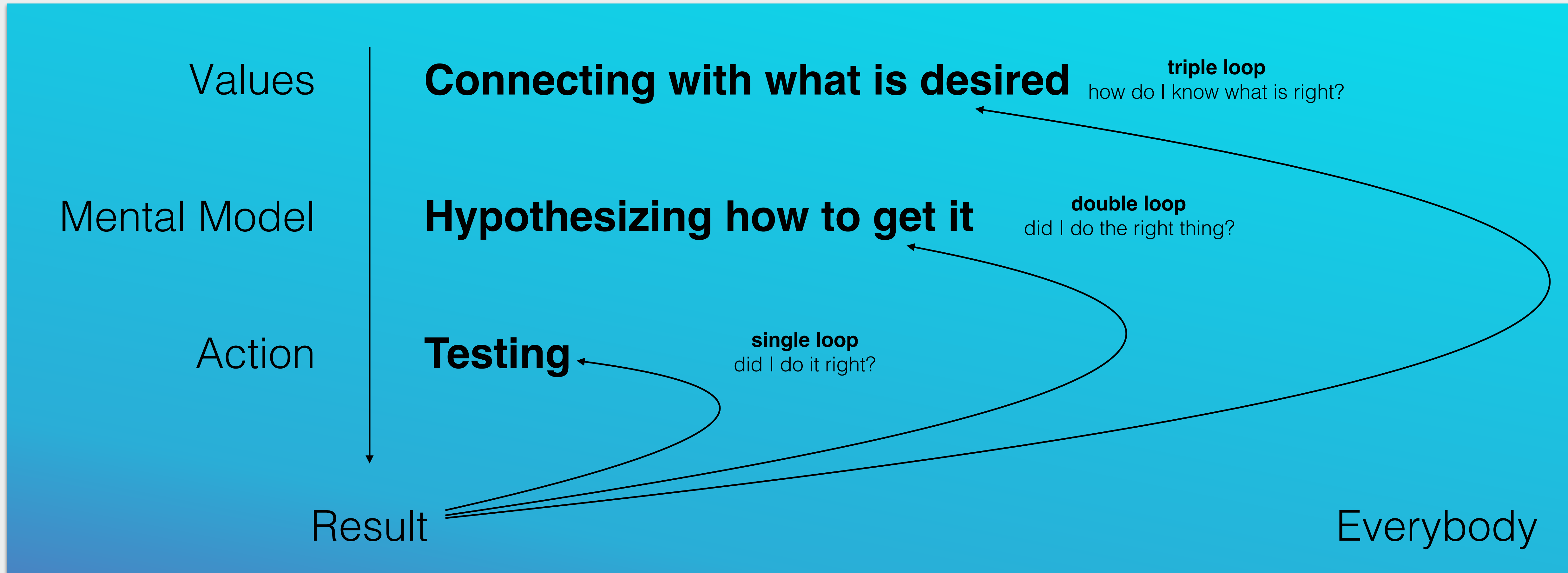
quantity

Enable decision power for all

quality

Human centered design
Language of human values
Iterative hypothesis testing

a more robust decision model



building decision engines

- designing the organization for more and better decisions
- investing to develop people
- investing to develop relationships



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