SYNERGY 4.0

Peter McGrory
Director of the
IDBM Programme
@ Aalto ARTS

to act as society's visionaries
and change agents

Aalto University _ Founding Mission 2010

vision is the art of seeing what is invisible to others

Jonathan Swift (1667-1745)

discovery [creativity] is seeing what others see, and thinking what others don't.

a world class university in the fields of technology, business and design by 2020
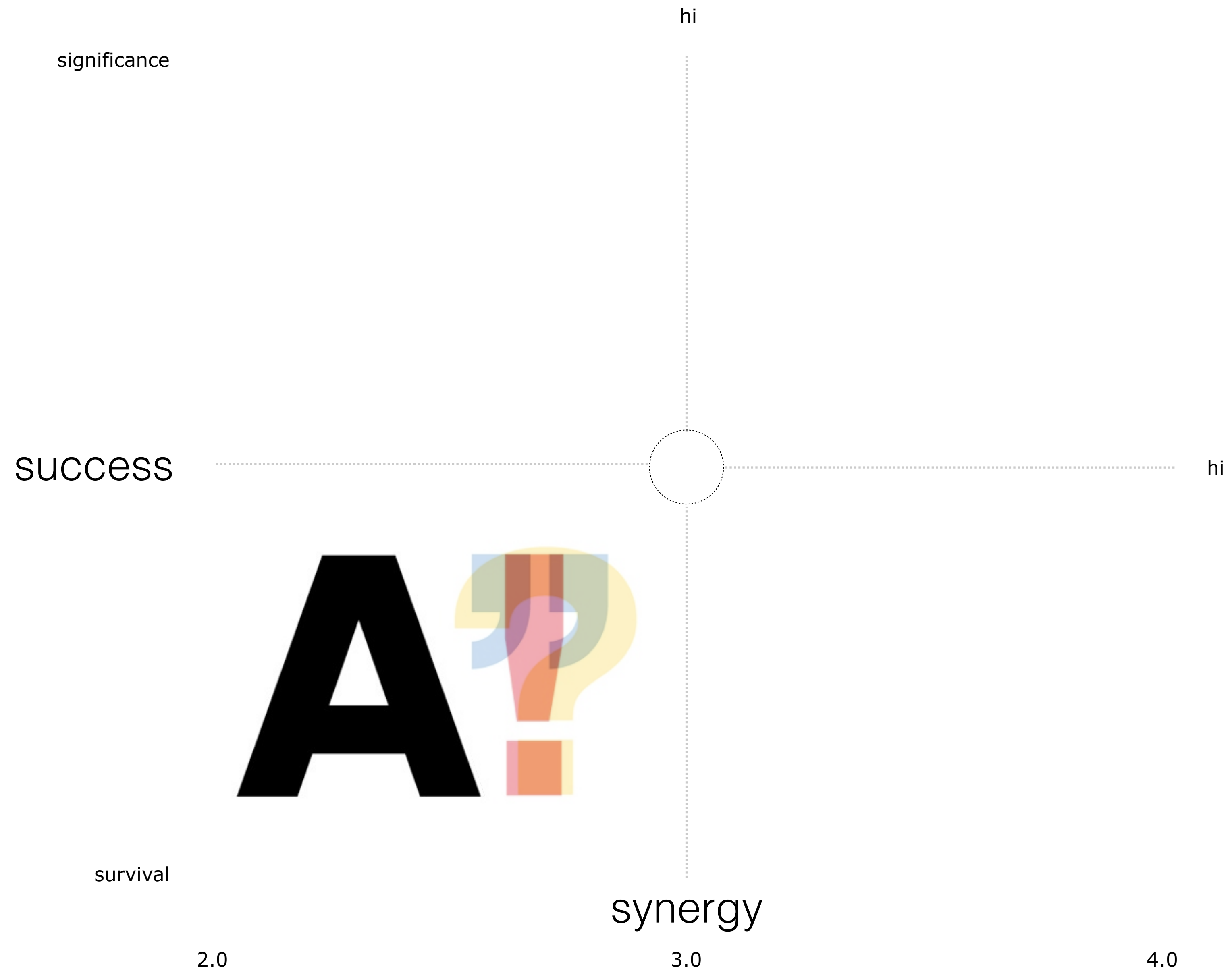
Aalto University _ Founding Vision

innovation (n) is in essence about the
successful **implementation** and **adoption**
of **creative** and imaginative (i.e., new, novel, better)
insights and **ideas** that have **value**.

synergy
the whole being greater than the sum
of its individual constituent parts

the creation of a whole that is greater than the simple sum of its parts
2+2=5 or more _ innovation **effectiveness** or **2+2=3** or less _ innovation **efficiencies**

*The term **synergy** comes from the Attic Greek word συνεργία synergia from synergos, συνεργός, meaning "**working together**"*

significance

hi

success   hi

survival

synergy

2.0   3.0   4.0

SYNERGY 4.0 _ **CONTEXT**

DAVOS 2016: **TECHNOLOGY** TAKES CENTRE STAGE

meeting of minds

technology and the role of the digital economy
sets the agenda for leaders at Davos

"everyone agreed that **technology**
would continue to **shape everything**,
although exactly how
seemed to divide the room"

Alex Katsomitros, The European Magazine,
World Economic Forum 2016

"there is a **win**–**win**
for **business** and **society** if we look beyond
immediate commercial gain in favour of
long-term **value creation**"

Mark Spelman, co-head, Future of the Internet Initiative,
World Economic Forum

"what we need is more **empathy**
we need it wired into our **systems**,
programmed into our brains"

Anand Mahindra, Chairman and Managing Director,
Mahindra & Mahindra,
World Economic Forum 2016.

DAVOS **2017**

WORLD ECONOMIC FORUM

DAVOS 2018

"we need to break the **cultural silos**.
too often people put **science** and the **humanities**,
or **science** and the **arts**, in **different silos**.
they are the **highest expression** of the **curiosity**
and **creativity of humanity**"

Fabiola Gianotti, Particle Physicist and the Director General of CERN
World Economic Forum 2018

"children
should be taught **soft skills** like
independent thinking, values
and teamwork."

"we need to understand the **importance** of **soft skills**, **creative skills**, **research skills**, the ability to **find information**, **synthesise it**, and **make something of it**."

Minouche Sharif, Director of the London School of Economics.
World Economic Forum 2018

WORLD ECONOMIC FORUM

DAVOS **2019**

Davos 2019

Globalization 4.0

We're in a new economic era: Globalization 4.0. This is the theme of Davos 2019, which will bring together leaders from every sector and every part of the world to discuss how to cooperate on the challenges ahead. Find out more about the big ideas behind our Annual Meeting in this collection of articles by and about Davos participants.

"Our house is on fire." 16 year-old Greta Thunberg wants action

Greta Thunberg has a message for world leaders

Image: Mattias Nutt

25 Jan 2019

James Workman
Official Writer at the World Economic Forum
Annual Meeting 2019

This article is part of the **World Economic Forum Annual Meeting**

"I don't want your hope. I want you to panic…and act."

Greta Thunberg does not mince words when speaking truth to power, and her soft voice silenced a room full of global leaders from the financial, political and media sectors.

DAVOS 2020: **SYNERGY 4.0** TAKES CENTRE STAGE

SYNERGY 1.0

disciplinary and intra-disciplinary perspective
dominant emphasis: **co-ordination / knowledge intensification**

SYNERGY 1.0

disciplinary and intra-disciplinary perspective
dominant emphasis: co-ordination / knowledge intensification

SYNERGY 2.0

multi-disciplinary perspective
dominant emphasis: co-operation / knowledge amplification

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SYNERGY 3.0

inter-disciplinary perspective
dominant emphasis: collaboration / knowledge integration

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inter-disciplinary perspective
dominant emphasis: collaboration / knowledge integration

SYNERGY 4.0

trans-disciplinary perspective
dominant emphasis: deep and transformative collaboration
and systemic integration of knowledge / collective imagination

SYNERGY 1.0

disciplinary and intra-disciplinary perspective
dominant emphasis: co-ordination / knowledge intensification

to know

SYNERGY 2.0

multi-disciplinary perspective
dominant emphasis: co-operation / knowledge amplification

SYNERGY 3.0

inter-disciplinary perspective
dominant emphasis: collaboration / knowledge integration

to imagine

SYNERGY 4.0

trans-disciplinary perspective
dominant emphasis: deep and transformative collaboration
and systemic integration of knowledge / collective imagination

'trans-disciplinary
focuses on the organisation of knowledge around **complex
heterogeneous domains**
rather than the **disciplines** and **subjects**
into which knowledge is commonly
organised'

Lawrence, R.J. & Després, C., 2004. Futures of Trans-disciplinarity. Futures, 36 (4), pp.397–405.

synergy 4.0
is in essence **trans-disciplinary** and **transformative**
by n<u>ur</u>ture and intent.

transformational relating to a major change

generative learning
a style of learning that encourages
experimentation, **risk**-taking, **openness**,
and **system**-wide thinking.

people

synergy within and between **people** and **things**

things

people

synergies

things

people

synergies

things

within an
individual person _ T-shaped specialist (depth) + generalist (breadth / 'range')

people

within an
    individual person _ T-shaped specialist (depth) + generalist (breadth / 'range')

synergies

within and between
    people _ dyads e.g. CEO + CFO / CDO … teams, companies, organisations

things

people

within an
    individual person _ T-shaped specialist (depth) + generalist (breadth / 'range')

within and between
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synergies

within and between
    people and things _ eco-systems, networks, platforms … UI / UX / CX

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synergies

within and between
    people _ dyads e.g. CEO + CFO / CDO … teams, companies, organisations

within and between
    people and things _ eco-systems, network platforms … UI / UX / CX

things

within and between
    things and systems of things _ the internet of things, big data, machine learning

Control, when you want it.

A thermostat in your pocket.

Change the temperature from the subway or the sofa.

See your home on your phone.

Keep an eye on things when you're gone.

Hush alarms from the app.

No more ladders. Silence alarms from your phone.

people

within an
    individual person _ T-shaped specialist (depth) + generalist (breadth / 'range')

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IDBM

International Design Business Management Programme