



Hyper Innovation

"Our goal is to bridge the gap and accelerate cross-industry innovation in an ecosystem of disruptive startups, leading corporations, and world-class universities. Organizations need to embrace open innovation to get ahead of disruption and customers' quickly changing needs."

Sandra Bradley, Executive Director, Hyper Innovation



April 2018 Hyper Innovation Executive Brief

Editors: [Sandra Bradley](#), [Doug Barton](#)

We've seen the headlines. It seems like every other day brings a technical breakthrough in disruptive technology, new ethical and reputational considerations, new merger, or innovative partnerships in the world that holds promise for better outcomes. How can we best rise to this accelerating pace of change, learn faster, innovate, operationalize, and scale technology-driven change?

Inside:

Insights from a half-day strategy session held at the Fluno Center in Madison, WI on March 14 with a diverse group of executives from leading companies, startup CEOs, and multi-disciplinary university representatives from UW-Madison and Marquette University. Companies attending included: Accelerated Genetics, Advancing AI Wisconsin, AfibAlert, Alliant Energy, Aurora WDC, BMO Harris Bank, Cigna, CUNA Mutual Group, Healthio, Husch Blackwell, Schreiber Foods, WPS Insurance and others.

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Disruptive Technologies and Their Impact on the Future of Work

Kathy Henrich, Advancing AI Wisconsin

Kathy has decades of experience working with strategic alliances for IBM and currently leads talent pipeline initiatives for Advancing AI Wisconsin.

Links:

Disruptive Technologies and Their Impact on the Future of Work ([PDF](#))

Advancing AI Wisconsin ([website](#))

Key Points:

Need for a New Set of Definitions and Processes

Emerging technologies are fraught with buzzwords and hype. Henrich stresses that a new standard set of definitions and processes need to be developed to provide a platform to continue meaningful discussion of the implications of disruptive technology on business processes and impact. This is especially true about the changing division of labor between artificial intelligence (or “AI”) and people.

Impact on Education

With the continued growth and implementation of AI and technology in general, it is critical to prepare current and future generations for a world that is increasingly technology driven.

The two dominant schools of thought in this debate center on either teaching children coding and STEM related material at earlier ages, or continually incorporating new technologies in classes that already stress creative thinking and problem solving.

Need for Companies to Prepare to Re-skill

Acquiring new talent will become an increasing challenge with growing need to meet the demands of exponential change in technology. Identifying ways to re-skill to close gaps in the current workforce is rapidly becoming an imperative for every company. It is clear that there need to be new models for experiential learning especially in rapidly changing disruptive tech spaces.



Focus on Disruptive Tech - Blockchain

Facilitated by Jeff Glazer, UW-Madison

The need to distill the noise and focus on strategic value of new technology happened in the Dot Com boom in the 90s and is happening again in the case of transformative technologies such as Blockchain. With the volatility around cryptocurrency, real opportunities for Blockchain applications can be overshadowed.

Need for Foundational Learning and Vetting Resources

Assessing credible sources and taking part in foundational learning is critical to informed decision making. Some of the key spaces to pay attention to are the understanding of Blockchain's advanced privacy measures and more trust in security present on even 'public' Blockchains. Discussion around how to most effectively learn in this rapidly learning space focused on experiential learning opportunities, working with peers, tapping subject matter experts, and having opportunities to run real experiments and use cases.

Potential Use Cases Across Industries

This group discussed Blockchain's application potential in diverse industries from reimagining supply chain relationships, global trade, food safety and provenance, to identity. It was agreed that the most interesting potential of Blockchain in the enterprise had not yet been realized and that we are just on the beginning swell of a technology poised to change virtually every industry.



Customer Experience in Home Healthcare

Facilitated by Doug Barton, CTO, Hyper Innovation

This session targeted the quadruple aim of healthcare and how innovation may improve these outcomes. The quadruple aim can be summarized as patient/customer experience, population health, cost, and caregivers/overload.

There are three things that are opening new possibilities: The first is the increasing fluency and expectation of health care customers. The second is evolving technical capabilities. The third and final is a changing incentive landscape towards value-based care and accountable care organizations.

Need for New Business Models

It's in this maelstrom of marketplace changes and the timeless aims of healthcare that potential solutions must be nurtured through a lean startup model, where companies rapidly assemble minimum viable products (MVPs) to capture validated learning as quickly

as possible; and then adapt based on real outcome data. The group focused on two near term opportunities:

The Importance of User-Generated Data

The first was assessing the potential impact of a dramatic increase in *patient-generated data* being presented to clinicians which follows from the increased ubiquity of self-tracking practices by individuals. Increasingly this data is readily available and offers evidence for diagnoses, treatment monitoring, or post-procedure recovery. What's unclear is how to present this data so that the benefits exceed the costs of review.

Technology Use for Creating Habituation and Positive Behavioral Impact

We also explored the role of *social determinants of health outcomes including improving adherence* (medication, exercise, diet, social interaction) through digital devices. Smart phones and technology can easily and perniciously build bad habits by hacking our attention. We believe we can harness similar methods for the good—to improve how we communicate with each other, set goals and attain them in well-being, health and happiness.



21st Century Leadership - Focus on Talent

Facilitated by Oliver Buechse, Advancing AI Wisconsin

Assessing talent needs in the future and developing effective methods of retaining employees as disruption redefines positions, departments, and processes are key challenges.

Keeping Humans in the Center of the Process

While more positions are becoming automated - and more tasks are becoming streamlined due to advancing technology - it's important to remember the human element present in these advancements. All technology needs to be brought to light through the human element, and the implementation of innovative technology requires a thorough understanding of existing systems and corporate culture.

Key Questions to Ask Around Talent

The talent element of tech disruption will largely consist of two questions: Who will drive disruption, and how will disrupted talent be retrained and reallocated? While different companies will find different answers to these questions, they merit consideration at every step of the innovative process.

DIGITAL
DISRUPTION



Focus on Disruptive Tech - Preparing for What's Next

Facilitated by Joe Kann, Cobblecreek
Solutions

This breakout session centered on determining what innovative technologies will have the most impact on the business landscape, and how we can prepare for that future.

Key Questions Everyone Should Ask

Key questions discussed were how to innovate? How will emerging technologies affect a place of business and are the benefits of the change worth the people or culture lost?

Creating Scalable, Repeatable Processes for Managing Disruption

Innovation needs to become a sustainable discipline in the enterprise and consideration given to how resources freed up by technology are reinvested. The concept of reskilling and strengths-finding for current employees are foundational to ensuring success of digital transformation efforts.

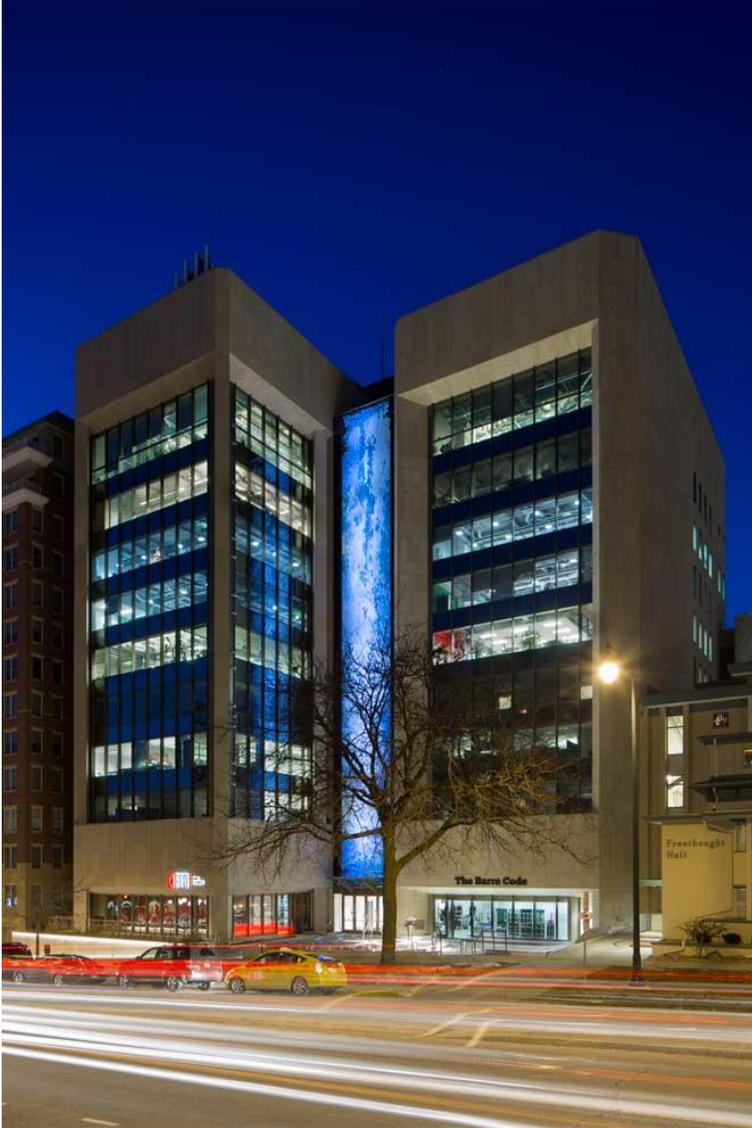
As part of the process, changing organizational culture to provide the time and space for continuous learning opportunities is key. Companies also need to pay attention to more effective and potentially less traditional modes of learning including peer-to-peer learning, mentorship and reverse mentorship, experiential learning, badging programs, and other techniques that allow for rapid learning with tangible outcomes.

Save the dates for our next events:

May 2, 2018: Hyper Innovation Summit in Madison ([details and agenda](#))

August 23, 2018: Quarterly Executive Session and ForwardFest in Madison
(details to follow)

Questions or comments: info@hyperinnovation.org



About Hyper Innovation

We accelerate innovation for mid- to large-sized corporations through collaborative programs for corporates, startups, and universities and frameworks for staying relevant in highly disruptive spaces.

Located in the heart of downtown Madison and adjacent to a world-class university, in a disruptive tech hub of co-working spaces, incubators, and startups, Hyper Innovation is a digital transformation hub providing a new set of tools for future-proofing individuals and organizations. We do this through identification of high impact problems to solve with executive engagement and education and hands-on learning and experimentation in Labs that provide a third space for rapid problem solving.

Corporations benefit by executing quickly on ideas and early opportunity identification while gaining a critical tool set for engaging and recruiting top talent with new models for learning in rapidly changing spaces.



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