

The Great Restructuring

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There's no going back: the world of work is restructuring at warp speed.

Three questions dominate how we as individual talents and members of teams whose modus operandi has been recast by the pandemic. There's no doubt COVID has served to accelerate the Great Restructuring already underway in economies across the planet: the transformation of how human beings will work with intelligent machines.

>> How well do you/will you work with intelligent machines? How do you optimize how you'll process increasingly specialized streams of data? Premium skill required: critical, contextual thinking.

>> Are you a polymath/deep generalist capable of deep work across multiple disciplines, to a very high degree of focus/expertise. Meaning: how do you bring multiple valuable contexts to bear on a problem, initiative, opportunity or emerging network? Premium skill: deep inferential thinking)

>> Can you quickly master new skills, producing high quality work and competing by contributing to strategy at an elite level? How well do you interpret the feedback loops of define/learn/apply/redefine, adaptively and strategically? Premium skill: eliciting the 'adjacent possible' as a strategic objective— understanding where your initiative's going next.

Innovation and creativity as terms of art have been hollowed out, stripped of meaning,

in many cases because the hard work of thinking deeply about how to prosper during the Great Restructuring challenges the status quo of far too many organizations. political landscape is rapidly evolving?

Why HUME.works, why now?

At HUME.works, we've spent much of the past decade doing precisely that, asking ourselves what, precisely, is the beating heart of innovation, of creativity, of co-creating value in an age of intelligent machines?

All three of the considerations above cannot be brought to life without an understanding of flow, either individually, or, compellingly, across teams; teams in flowstate, as the overwhelming weight of research demonstrates, amplifies flow amongst the participating individuals: a well aligned team scales flow by self-organizing to share flowstate—flow itself becomes a currency that scales networks.

All of which begs a blunt question: if flow is the limiting factor to winning in the Great Restructuring, why has no digital technology or machine learning ever tackled the problem of applying flow to mediating overwhelming data flows and fragmented workflows?

It's as if the working lives of hundreds of millions of talented, dedicated people suffer from a kind of collective ADD: an inability to find focus in a tsunami of machine-generated data, drill down to the heart of a solution and to come up with the goods to identify, secure and share value at a highly competitive level.

If you think anything like we do, this ADD in the face of data overwhelm represents vast untapped business value: rectify the ADD and, finally, at long last, see and listen to your organization's data as actionable intelligence, not disaggregated numbers. In a word: clarity, in near realtime, for everyone in your organization using HUME.works.

The missing link

What's missing, we've come to believe, is an emergent intelligence platform, which, simply and directly, provides the control layer across roles and responsibilities wherever humans meet machine: a lens, a context, a daily set of intelligent cues that spark critical and thinking, seeing what really matters...and where what matters is going next, in context, to master working with machines, alone or in teams. In media/communications design/publishing, in market research, in PR, in understanding what that fancy CRM platform is really saying, in reading financial data as if human beings actually matter.

HUME.works is that platform.

We believe that both human beings and their stories are united by a single consideration: both are interdependent networks—human beings aren't single immutable entities any more than human story is a simple linear construct. But the magic happens when you construe the network values of both human beings (individual or teams or audience networks) and their stories as a coordinating layer for every touchpoint between human and machine.

We all know this: the world is full of software designed and built and sold that no one really uses because the gap between human and machine is too great for anything that might reasonably be termed functionality*.

Billions are routinely spent in aid of understanding data inflows—and are just as routinely wasted.

Why? Because the human beings tasked with that understanding have been massively let down by the very technology deployed 'to make their work easier'.

Not so, as anyone eavesdropping on a team scrum around Salesforce, CRM, social media analytics or emerging financial data will attest.

Not numbers: data storytelling

Here's the dirty secret: nobody ever—ever—made a decision based on a number. That's not us talking: that's revered Nobel Prize-winning behavioural economist Daniels Kahnemann.

Don't believe Kahnemann? Well, then how about two of the most-quant sensitive people in the world, the former Governor of the Bank of England and the head of the Said School of Business at Oxford University? They've even written a book about how the remedy for radical uncertainty is a clear understanding of a shared narrative: that narrative in mind, seek the opportunity and mitigate the risk by understanding the cultural imperatives driving the opportunity.

That shared narrative ought to be data but data, as anyone who's stared at a Google Analytics dashboard knows, isn't actionable intelligence. You have to have a clear model in mind against which to test the implications of the data—and then, model in place, (here's Kahneman again) test your hypothesis—**your reference narrative**—against the cultural states of your target audience or network.

The data storytelling that counts bridges the gap between human creativity and insight and the vast data outputs of the machine intelligence: sense making you can use, actionable, right now and as the predicates for your next strategy, your future-state.

* 48% - 2020's Customer Relationship (CRM) software dissatisfaction rate (Source: Forbes).

76.8% of professionals feel swamped with increasing number of CRM applications (Source: AIIM).

Positioning

HUME.works is the coordinating layer between human insight and critical thinking and machine learning, at scale.

Its outputs are cues, context and strategic scenarios for individual and team creativity and alignment in the highly desirable state of **flow**, where, focus, available intelligence and critical thinking combine for creativity—incontext: applied creativity of a very high order, designed to elicit the 'adjacent possible' and the strategic next steps.

Use case: there are dozens of CRM-based content design systems, but not one actually offers up what every marketer wants and needs: a constantly updated slate of story and strategic frameworks as a collaborative platform for media/communications design, market research, network analysis, product/market fit, sales analysis and strategic intelligence—especially your organization's responsiveness to culture change in the 'new normal.'

Not keywords but prevalidated, emergent story frameworks, changing in realtime, responsively. Not merely keyword clouds. You see your story world grow and move and create impact as stories, not datapoints.

Not analytics dashboards but emergent media drivers and influencers, in context, ready to integrate into your market research, audience outreach, go2market strategy, and competitive analysis.

Not static 'insights' but real live strategic scenarios, data that tells a strategic story you can action, collaborate around, or trial media against. And HUME.works measures all aspects of the inter activities around these outputs, seeking a fresh pattern language for each and every one of your organization's initiatives.

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MAKING DATA MAKE SENSE