Why Digital Transformation Is Not Enough

The Noesis Framework® – An Introduction

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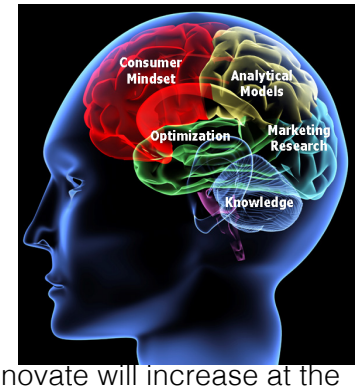
The role of technology in business has become a no less than fundamental in most industries. For decades now, market leaders have gone to great lengths to find or create technological innovations to build sustainable competitive advantages. At the same time, software companies have built lucrative businesses by continually developing new and incrementally better platforms to gain even more efficiencies for their business clients.

Our ability to harness and process huge volumes of data has increased exponentially. The tools and technologies at our disposal today eclipse in power what was in common use 20, even 10 years ago. For many companies, it has been a challenge to even keep up. The danger of this hyper-focus on digital transformation is that we lose sight of the overarching strategic objectives that led us down this path in the first place. Like the proverbial monkey who has his hand in a hole in the tree, full of nuts, but because his hand is full of nuts, he can no longer get it out of the hole. Rather than release the nuts and free his hand, he grasps the nuts tighter and pulls harder – loosing sight of the fact that his current decision-making is not accomplishing his overall objective – which is, of course, to eat the nuts.

In that same way, the overall objective of pursuing digital transformation is not to simply possess more data. It's to enable more powerful insights that feed more powerful decisions and innovations that create huge business value and ROI. Technology cannot make decisions for you. Big data cannot make decisions for you. And the growth in an organization's technical capabilities does NOT have a fixed, 1 to 1 relationship to its increase in insight. In other words, even though a company's ability to crunch more data increases exponentially and the quantity and quality of the analytics that come from it increases likewise, it would be a mistake to assume that the level of insight and capacity to innovate will increase at the same rate as the increase in technical capability. That assumption overlooks a critical component of this important equation.



To illustrate the point, in the days when software companies were just beginning to create powerful software designed to leverage the new 64 bit computers that were newly being introduced to the market, many purchasers of the software hadn't yet upgraded their older 32-bit systems. If you've ever tried to run 64-bit software on a 32-bit system, you know the experience was slow and clunky or at a minimum far from optimal. That's because the true power of the software was constrained by the older operating system on which it was installed.

Likewise, in this age of phenomenal digital power at our finger tips and volumes upon volumes of the resulting analytics, if we have not upgraded our

ability to think, assess, assign meaning and put together the pieces in creative ways that birth innovation, then we cannot realize anything close to the full value of our investment in digital transformation. If we – the human component of innovation – have not upgraded our processors, our return on investment in technology will be constrained by our ability to fully understand and use it.

As advances in technology have been center stage over the past two and a half decades, quietly in the background there have been landmark advancements in the field of neuroscience, which provide us with powerful new insights into the functioning of the human brain. We all know at a visceral level that great innovations are rarely if ever the result of purely rational processes.

"…defies logic"

From the Theory of Relativity to the iPhone, innovators describe the "ah ha moment" when break through knowledge seems to appear out of nowhere. If you've ever gone to bed with a problem and awakened fully knowing exactly what to do to solve it, then you've experienced this process that's as old as human-kind itself. How long do you think the custom of, when faced with an important decision, delivering the response of "let me sleep on it" has been around? Have you ever remembered where your lost keys were, shortly after you to stopped thinking about it? What's at work there? Where in our brains do these intuitions and deep insights and game-changing innovations live and how do we access them on a consistent basis?

The NOESIS FRAMEWORK represents a structured approach to applying advances in neuroscience and other fields, to break down the mechanics of rapid cognition and spontaneous knowing to unlock the genius of intuition and creativity to transform your level of deep insight and the power of your decision-making. What the most renowned thinkers of our time have known intuitively, science can finally demonstrate.

"The intuitive mind is a gift, the rational mind, a faithful servant. We have built a society that worships the servant and forgets about the gift."

\- *Albert Einstein*

These advances in the science, gives us the tools to effectively codify the mechanics of deep insight and build an incredibly effective model to upgrade the operating system of our minds – *THE NOESIS FRAMEWORK.*

About the author:
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