



Radio-vision syndrome:

We need to challenge the assumptions that define us.

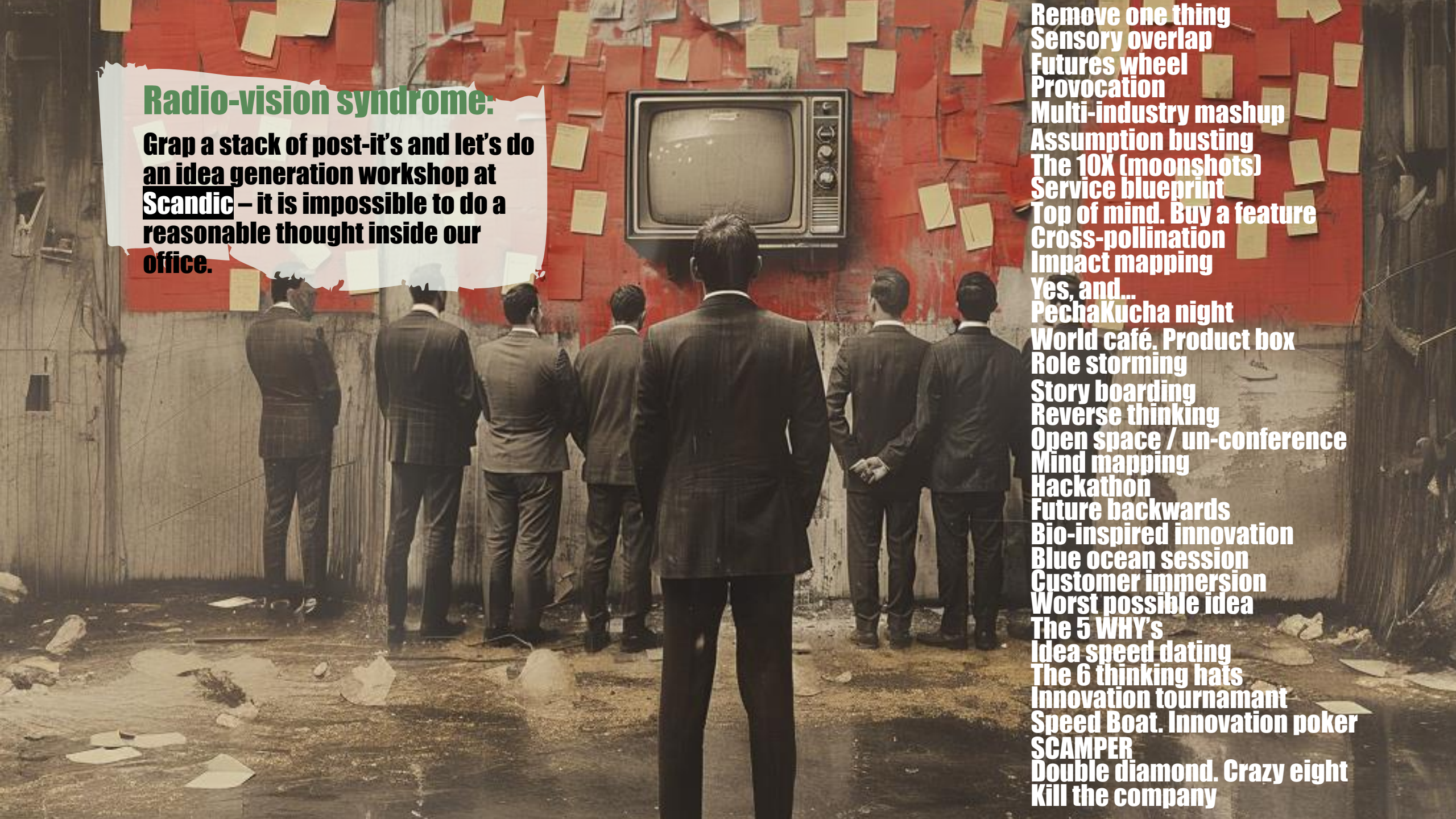
We have a **DEEP cognitive path dependence**

**GROUND BREAKING
REVOLUTIONARY
GAMECHANGER
SHAPER OF THE NEW
NEXT LEVEL SH*T
BREAKTHROUGH
PARADIGM SHIFT
TRANSFORMATION
SUPER CHARGED**



Radio-vision syndrome:

Grap a stack of post-it's and let's do an idea generation workshop at Scandic – it is impossible to do a reasonable thought inside our office.

A group of seven men in dark suits are standing in a line, viewed from behind, looking at a vintage television set mounted on a red wall. The wall is densely covered with numerous yellow and orange post-it notes. The floor is dark and appears to be made of stone or concrete, with some papers scattered on it. The overall atmosphere is one of a workshop or a brainstorming session.

**Remove one thing
Sensory overlap
Futures wheel
Provocation
Multi-industry mashup
Assumption busting
The 10X (moonshots)
Service blueprint
Top of mind. Buy a feature
Cross-pollination
Impact mapping
Yes, and...
PechaKucha night
World café. Product box
Role storming
Story boarding
Reverse thinking
Open space / un-conference
Mind mapping
Hackathon
Future backwards
Bio-inspired innovation
Blue ocean session
Customer immersion
Worst possible idea
The 5 WHY's
Idea speed dating
The 6 thinking hats
Innovation tournamant
Speed Boat. Innovation poker
SCAMPER
Double diamond. Crazy eight
Kill the company**

Radio-vision syndrome:

We are not good at imagining the impact of a new technology on the future.

What-if we took the guys doing radio and broadcasted them on television

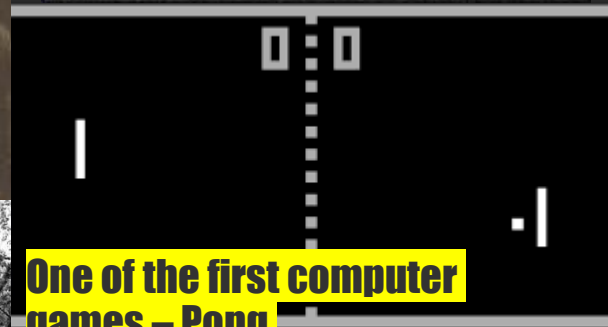




Plane looking like a bird



First video – stage play



One of the first computer games – Pong.



First car looked like a horse carriage



First smartwatch - copy of a computer

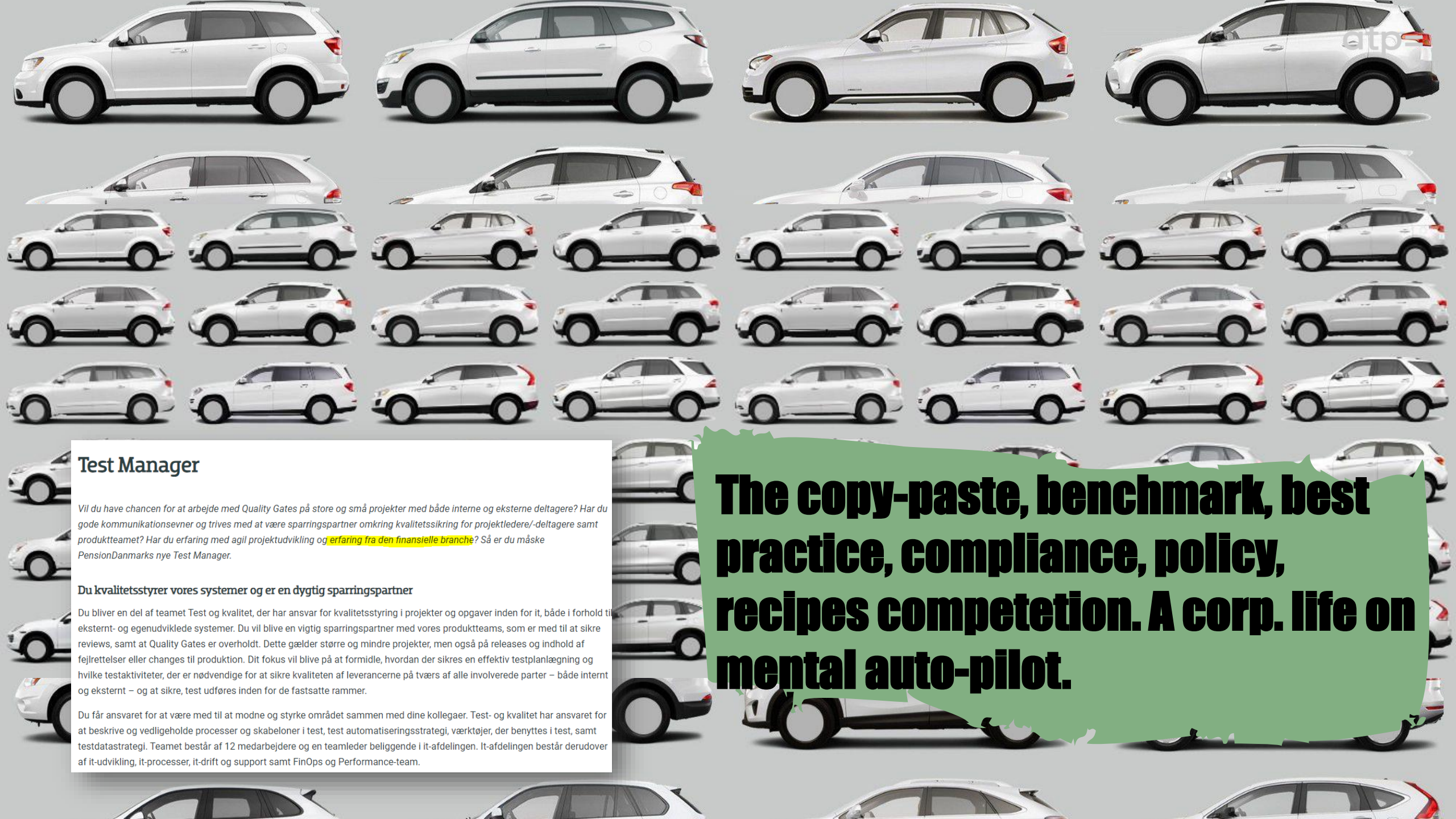


First ecommerce looked like mail order catalogues

First electric light looked like a candlestick

A typewriter with a screen ?

The first bicycle – the draisine



etp

Test Manager

Vil du have chancen for at arbejde med Quality Gates på store og små projekter med både interne og eksterne deltagere? Har du gode kommunikationsevner og trives med at være sparringspartner omkring kvalitetssikring for projektledere/-deltagere samt produktteamet? Har du erfaring med agil projektudvikling og **erfaring fra den finansielle branche**? Så er du måske PensionDanmarks nye Test Manager.

Du kvalitetsstyrer vores systemer og er en dygtig sparringspartner

Du bliver en del af teamet Test og kvalitet, der har ansvar for kvalitetsstyring i projekter og opgaver inden for it, både i forhold til eksternt- og egenudviklede systemer. Du vil blive en vigtig sparringspartner med vores produktteams, som er med til at sikre reviews, samt at Quality Gates er overholdt. Dette gælder større og mindre projekter, men også på releases og indhold af fejlrettelser eller changes til produktion. Dit fokus vil blive på at formidle, hvordan der sikres en effektiv testplanlægning og hvilke testaktiviteter, der er nødvendige for at sikre kvaliteten af leverancerne på tværs af alle involverede parter – både internt og eksternt – og at sikre, test udføres inden for de fastsatte rammer.

Du får ansvaret for at være med til at modne og styrke området sammen med dine kollegaer. Test- og kvalitet har ansvaret for at beskrive og vedligeholde processer og skabeloner i test, test automatiseringsstrategi, værktøjer, der benyttes i test, samt testdatastrategi. Teamet består af 12 medarbejdere og en teamleder beliggende i it-afdelingen. It-afdelingen består derudover af it-udvikling, it-processer, it-drift og support samt FinOps og Performance-team.

The copy-paste, benchmark, best practice, compliance, policy, recipes competetion. A corp. life on mental auto-pilot.

Radio-vision syndrome:

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What-if we took the guys doing radio and broadcasted them on television

A quick test:

Reinvent the television..

A quick test:

Draw an imaginary animal. An animal that lives on another planet.



Radio vision syndrome



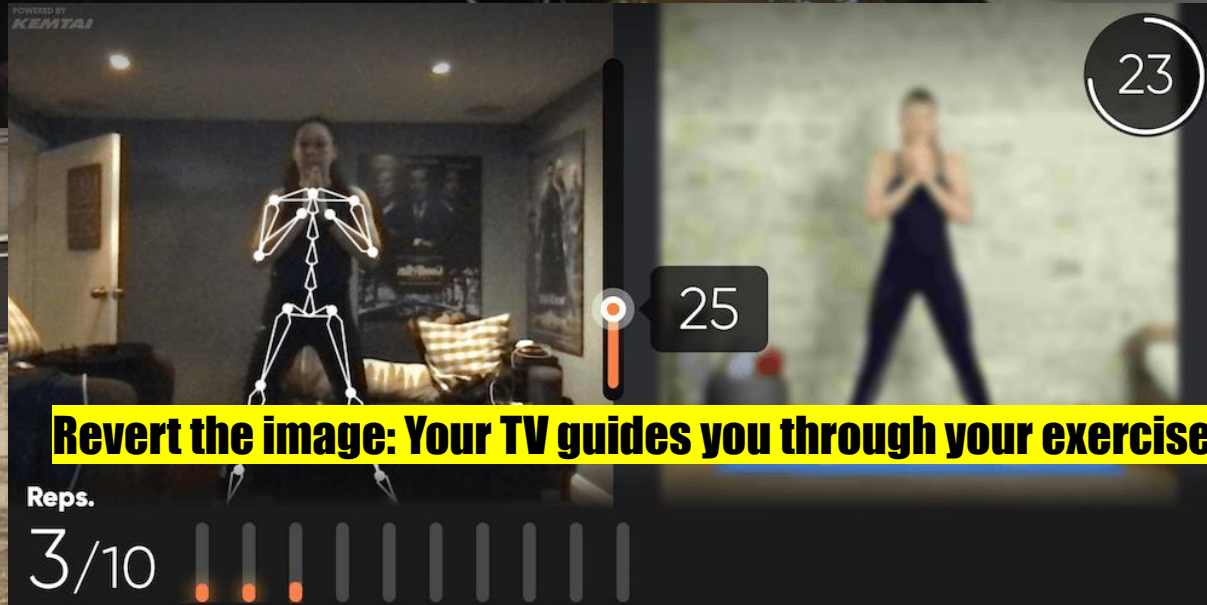
LG OLED ROLL-UP TV

Does TV has to be in a fixed location ?

What-if we took the guys doing radio and broadcasted them on television



Have a personal chat



Revert the image: Your TV guides you through your exercises

Apply first principle thinking:

- **Identify Fundamental Truths:**

Start by asking what a television fundamentally is. At its core, a television is a device that displays audio and visual content from various sources to viewers. It requires a display technology, a power source, and an input source.

- **Break Down the Current Technology:**

Analyze what technologies are currently used in televisions:

Display: Technologies like LED, LCD, OLED, and QLED that create pictures through light modulation.

Audio: Speakers integrated within the TV or external sound systems that produce sound.

Input Sources: Cable, HDMI, USB, or wireless technologies like Wi-Fi and Bluetooth that deliver content to the TV.

Software: Operating systems and applications that manage content delivery and user interaction.

- **Challenge Assumptions:**

Question the existing assumptions about TV technology and use:

Does a TV need to be in a fixed location?

Does the display need to be a solid flat panel?

Can we think beyond traditional broadcasting and streaming as primary content sources?

- **Explore Basic Principles:**

Examine the physics and fundamentals behind each component:

Display: Explore the principles of light emission, reflection, and perception. Investigate whether there are more efficient, clearer, or flexible ways to create images.

Audio: Consider the principles of sound production and transmission. Could there be more immersive or spatially aware audio solutions?

Connectivity: Look into the basics of data transmission to see if there are faster, more secure ways to receive data.

- **Reconstruct From the Ground Up:**

Using insights from the exploration of basic principles, think about how you might reconstruct the television:

Innovate the Display: Imagine flexible, rollable, or even holographic displays that adapt to viewer preferences and environments.

Revolutionize Audio: Develop audio systems that adjust based on room acoustics and viewer location, possibly using directional audio technologies.

Rethink Content Delivery: Could decentralized networks or AI-driven content curation offer personalized viewing experiences beyond traditional streaming?

Synthesize New Solutions: Combine these insights to formulate innovative solutions that could redefine what a television



A group of men in suits and a horse are standing in front of a red wall. The wall is covered with numerous yellow sticky notes and three framed pictures. The men are looking at the pictures. A horse is standing on the left side of the group. The scene is set in what appears to be a workshop or a laboratory.

The tech and ideas you will see today are simply a starting point:

Everything will change time and time again, as we move ahead.

our first overall thinking.

Problem re-framing.

Consider a manager for a horse carriage business in the 19th century, who is learning about the application of electricity or the steam engine.

If the business problem is how to make the horses run faster, these innovation will seem to be complete irrelevant.

If the business problem is how take the customers from one place to the other place in a reliable and efficient manner, then these innovations will open new opportunities.



faster hui's horse

**What we know constrains our ability to imagine
what we don't know**

“ I think there is a world
market for maybe five
computers. ”

*~ Thomas J. Watson (1874-1956):
Chairman and CEO of IBM 1914-1956*



Thomas J Watson Sr by IBM. Licensed under
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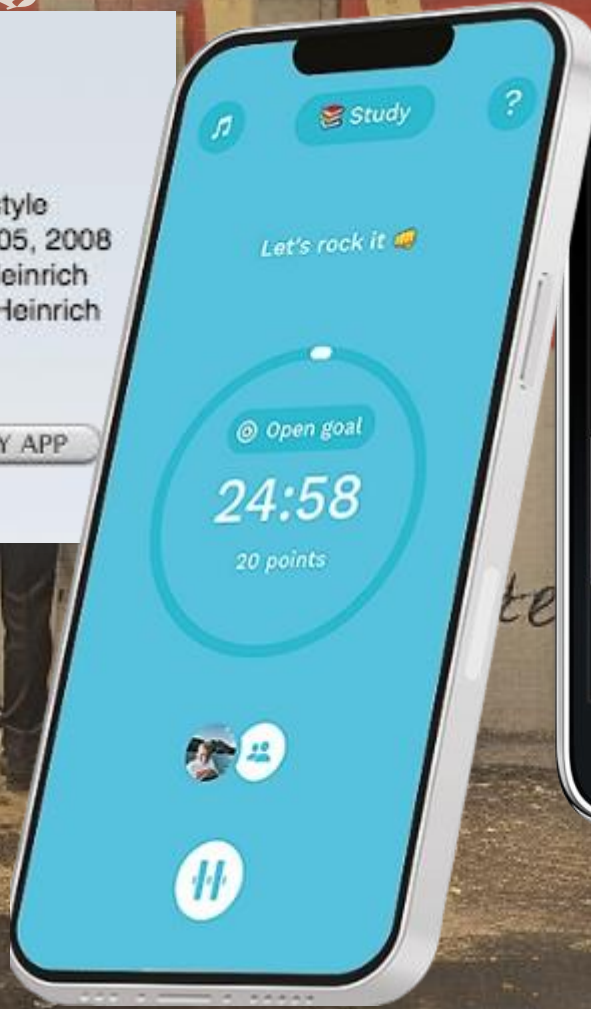
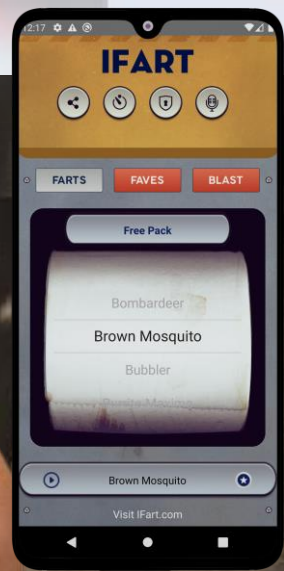
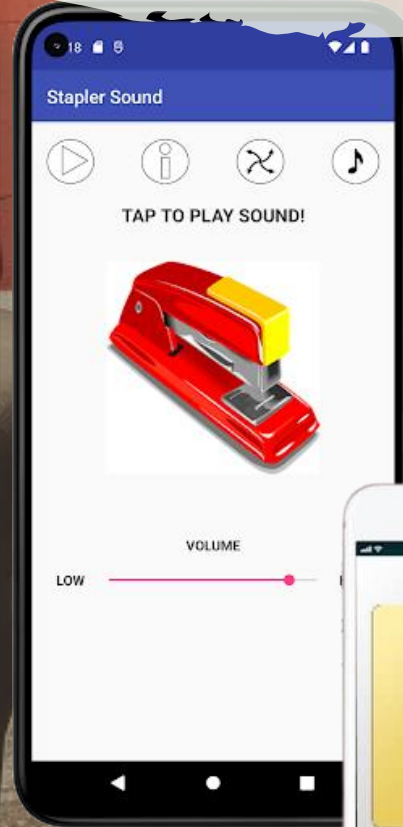


Thomas J Watson Sr by IBM. Licensed under
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The tech and ideas you will see today are simply a starting point:

This is where we are at current point in time with Generative AI. What is why it is so important we experiment with Generative AI!

Everything **will** change time and time again, as we move ahead.





The AI promise:

Turn fetid and dirty water into fine red wine



The AI promise:

Turn fetid and dirty water into fine red wine



Instead we got a writting assistant

A.I. TURNS THIS SINGLE
BULLET POINT INTO A
LONG EMAIL I CAN
PRETEND I WROTE.



A.I. MAKES A SINGLE
BULLET POINT OUT OF
THIS LONG EMAIL I CAN
PRETEND I READ.



A.I. TURNS THIS SINGLE
BULLET POINT INTO A
LONG EMAIL
PRETEND I W

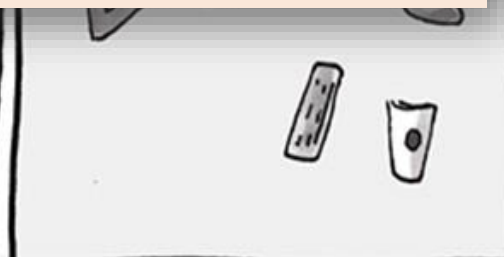
Krimi

Frustration over chatbot førte til bombetrussel

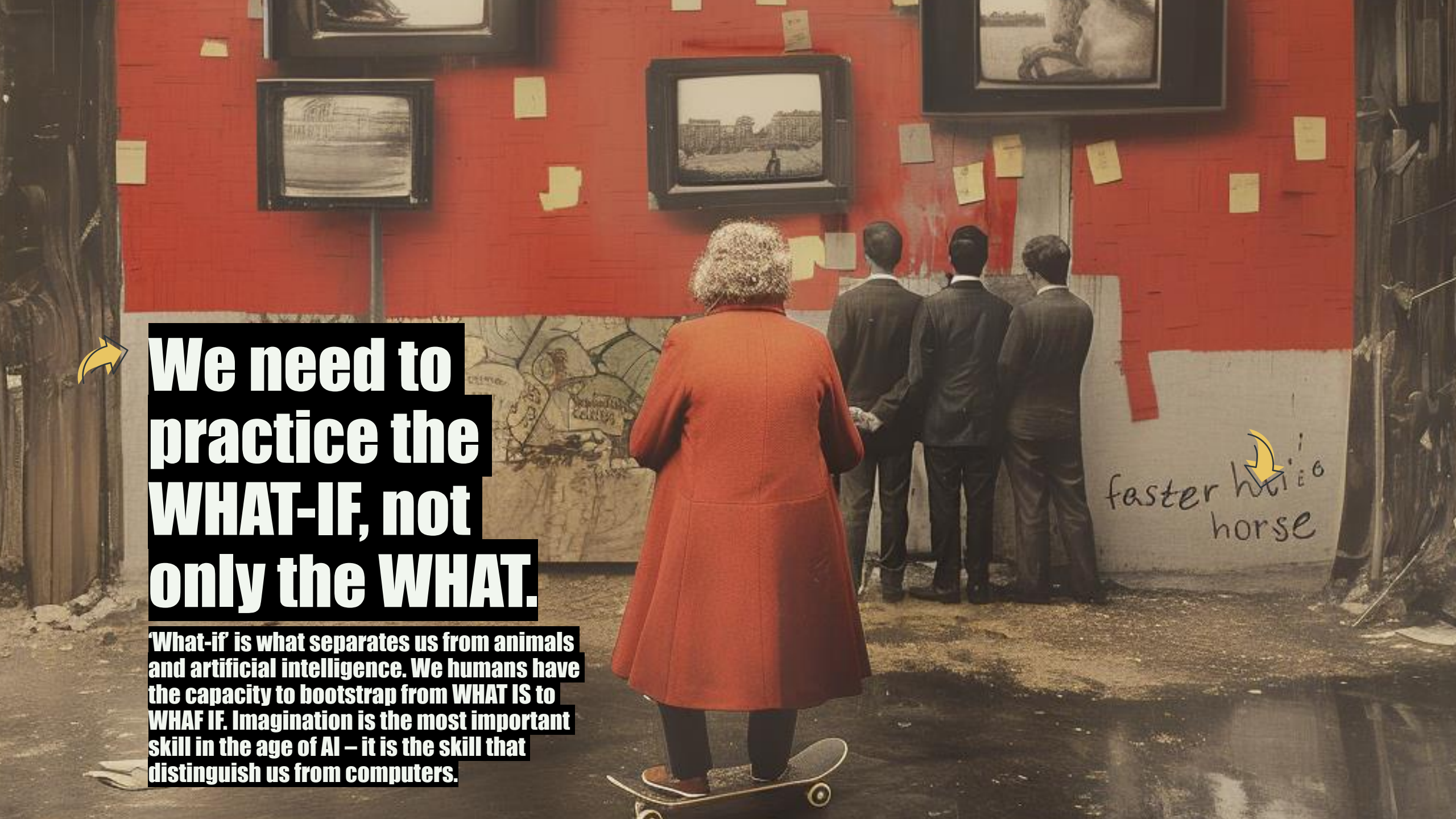
Det var frustration over Esbjerg Kommunes chatbot, som tirsdag fik en person til at komme med det, som politiet opfattede som en bombetrussel mod Fourfeldtskolen. Det siger Syd- og Sønderjyllands Politi til [TV Syd](#). Politiet evakuerede skolen tirsdag på grund af truslen.

↑ Del opslag

A.I. MAKES A SINGLE
BULLET POINT OUT OF
S EMAIL I CAN
I READ.



TOM
FISH
BURNE



**We need to
practice the
WHAT-IF, not
only the WHAT.**

'What-if' is what separates us from animals and artificial intelligence. We humans have the capacity to bootstrap from WHAT IS to WHAF IF. Imagination is the most important skill in the age of AI – it is the skill that distinguish us from computers.



faster hiii
horse

*We're training people to do machine things.
We should be training people in uniquely
human capabilities.*

INSPIRATION. IMAGINATION. INNOVATION

THE FIRST LAW OF DIGITAL TRANSFORMATION: TECHNOLOGY CHANGES QUICKLY, BUT ORGANIZATIONS DON'T. THAT'S WHY DIGITAL TRANSFORMATION IS MORE OF A LEADERSHIP CHALLENGE THAN A TECHNOLOGY CHALLENGE. Everything is change.

Creative incubation. A spark that ignites a growth and curious mindset



We are what's next. Who else needs to innovate for your innovation to become a success. Challenge the laziness of the system. Will it make the boat go faster (with an unknown)



INSPIRATION. IMAGINATION. INNOVATION



Imagine it forward – go beyond the existing constraints and scenarios. If you don't know what's possible, you can't think about those possibilities..

faster hwi's
horse

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faster hwi's
horse

3 DRIVERS OF DIGITAL INNOVATION AT ATP



Visualize the message



INSPIRATION.



Innovative minds lunch hub



Tech expo



The new tech of the month



the algorithmic leader



All in on communication



Office swap days



Theme on leadership conference



Workshops



There is no answers in the building



Merchandize



Tech spotter network

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Tema valg: **New Tech**

Digital Genius Academy

Opportunity spotting

Fase 1

Fase 2

Fase 3

Evolver business cases

Kick-off & formål

Inspiration-session (inkl. New Practice)

Intelligent experience engine (effort)

The AI challenge – 2 ugers sprint

Udlevering af tal (resource & økonomi)

Process map / key problems

Workshops, concept sketching, prototype

Fremtidig proces, kvalificering og prioritering

80-20 princippet

80-20 princippet

Anvendelses-katalog

The AI first company

Fra deskriptiv til præsriptiv analytics

Opsamling

Stakeholder & med. interview

Fluen på væggen / observationstudie

☐ Læsemateriale og case-eksempler fra andre kunder

☐ Kick-off session om proces og formål med forløb

☐ Konsolidering af ideer og første udkast af use case beskrivelser

☐ Kick-off session om proces og formål med forløb

☐ Pain points = Intel prioritering

☐ Kortlægning af Must-win og KPI'er der skal forbedres

☐ Top of mind og gennemgang af idéer + mapping til must-win

☐ Endelig prioritering af use cases til use case kortlægning

☐ Potentiale & processer

☐ Implementeringsroadmap og overvejelser

Løsnings- og implementeringskatalog

Udvikling af løsninger - POC

En klar baggrund og beskrivelse af selve problemstillingen der ligger til grund for use cases

En liste af potentielle metoder og tilgange til at løse udfordringen

En beskrivelse af de forventede adfærdsmæssige ændringer der kommer fra redesignet

En liste af kendte problemer med data?

Er teknologien klar?

Verificering af eksperter

Horan ser succes ud?

Forening, model, Brugere

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Join our Digital Genius Academy

Be bold. Think digital – hvad kan vi gøre ved det ?

atp=

Imagination machine:

- What if... / what would happen if... (led efter clichéer) – What has to happen for this to be true.
- Eksempel: Hvad hvis borgere ikke kunne ringe til os (cliché: borger foretrækker telefonen), så... hvad hvis der var en robot der kunne ringe til os (cliché: vi laver meget papirarbejde), så... Hvad hvis alle borgere havde VR headsets der kunne se...?
- Prøv med analogier / metaforer
- Eksempel: Hvis ATP var en bank/Amazon, hvordan ville vi så behandle borgeren. Dette er den offentlige administrations svar på Google...
- Sæt begrænsninger / kreative benspænd / kontrol skifte
- Eksempel: Hvis ATP kun kunne tage i mod 1 opkald om dagen, hvordan ville I prioritere. Det må aldrig tage mere end 1 sekund, før borgeren får svar...
- Fjern 1 ting eller roadblock busting
- Eksempel: Hvis ATP fjernede ansøgningsprocessen, hvordan ville borger så få sine penge
- Spin-the-tech-wheel
- Eksempel: Hvis alle interaktioner skulle foregå via Augmented Reality, hvordan ville kundeoplevelsen på se ud?
- What can you blend together ? Strange bedfellows
- Eksempel: Hvis alle interaktioner skulle foregå på mobilen og gennem et chatbot...

Phantom problem, business game, Best case scenario, Parallelism, Control shift, Time shift, How can we, I want to, always done it this experience, 5 x why, happening, What is the world without?, Job back-thing, China will be number-one, Gray is the new black, What could be...Scenario-canvas, Trend-driven canvas, Mystery task day, Office Swap days

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faster hui'so horse

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faster hui'o
horse

Adv. søg i viden/data (Conv. AI)
Bots til chat/tale/sms/..., Generativ AI,
2. Under udvælgelse

Avatar som hjælp i selvbetjening
Bots til chat/tale/sms/..., Generativ AI,
2. Under udvælgelse

Oplæsning og oversættelse af
Machine Translation, Bots til
1. Indmeldt

Læsning af lejekontrakter
Computer Vision, Cust. Experience AI (CX)
4. Igangværende PoC/PoT

Søgning i viden (Conv. AI)
Bots til chat/tale/sms/..., Generativ AI,
4. Igangværende PoC/PoT

Barselsplanlægger
Generativ AI,
4. Igangværende PoC/PoT

Borgervendt bot på borger.dk
Bots til chat/tale/sms/..., Generativ AI,
4. Igangværende PoC/PoT

Læsning af kontoudtog
Computer Vision, Generativ AI,
4. Igangværende PoC/PoT

Screening af ansøgers CV

Automatisering af forretningen i
Robotic Process Automation (RPA),
6. Afsluttet - i drift

ChatGPT breddet i ATP
Generativ AI,
6. Afsluttet - i drift

E-mail svar på sagsforespørgel
Generativ AI,
6. Afsluttet - ikke gennemført

Forståelse af breve
Augmented Reality (AR),
6. Afsluttet - i drift

Mere effektiv sagsbehandling og
Bots til chat/tale/sms/...,
6. Afsluttet - i drift

Telefonisk ansøgning

Openess drives change

Brevoptimering via journalnotater



ATION. INNOVATION



Meet the New Tech team

now who
out thes

The modern operating model. Speed and scalability is key.

Opportunities are everywhere. The key is to develop a vision to see them. Don't go through life as a blinkered race horse looking straight in front of you. Take your blinkers off to see the future around you.

