

TWIN TECH 2020

TWIN TECH 2020: DIGITAL RUBICON SESSIONS

ENGAGE! PROSPERITY IN THE DIGITAL AGE

Available On Demand At

Thursday, September 24, 2020

STUDY GUIDE

2020 has been a challenging—and for some, even a tragic— year.

The year represents a pivotal transition in our history, and thus for our futures. As David Krakauer, one of our world’s leading complexity theorists and a speaker during our FINALE, articulates, we’ve experienced in 2020 many of the complex “systems in the world coming into alignment.

It’s like an extraordinary astronomical event.”

We’ve designed our FINALE on September 24 as half-day experience to help each of us consider the present, envision our futures and get to work. A “call to action” for beyond the pandemic.

To help you appreciate each segment, please find herein the arc of our story across TWIN Tech 2020: Digital Rubicon Sessions

As always... To the Future.

Rob Wolcott

Co-Founder & Chairman

TWIN Global

twinglobal.org

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THE ARC OF OUR STORY

We've arranged our TWIN Tech 2020:
Digital Rubicon Sessions around four conceptual blocks:

The Corporate Imperative

New Lives— Opportunities & Responsibilities

Navigating Complexity

Purpose as Future

Each stands alone, but they're better together-- like all of us.

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PREPARE TO ENJOY THE SESSIONS

”Do not seek the answers, which cannot be given you because you would not be able to live them. And the point is, to live everything. Live the questions now. Perhaps you will then gradually, without noticing it, live along some distant day into the answer.”

from Letters to a Young Poet

Rainer Maria Rilke

Questions to ponder:

”What is one critical long-term objective for my organization that should receive far more attention than it does?”

What is one critical long-term objective for myself that should receive far more attention than it does?

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OUR ROAD AHEAD & THE CORPORATE IMPERATIVE

Following arts contributions from our Estonian TWINians, we explored how corporate leaders should consider near-term challenges and prepare for what lies ahead.

My co-hosts, Neuroscientist Moran Cerf and Entrepreneur Kristi Ross, were joined by 3 of the world's leading business thinkers, as well as the founder of a soon-to-be unicorn and a leader of the "no code" movement.

Questions to consider during this block:

What are two critical objectives we should re-prioritize at our organization?
What is one thing we should stop doing?

NEW LIVES— OPPORTUNITIES & RESPONSIBILITIES

Here, we explored digital health, artificial intelligence in the food & health arena and the intersections of cyber security and global affairs.

Each of these founders' companies— Livongo (co-founded by TWIN co-founder Lee Shapiro), Brightseed Bio and CrowdStrike— are at the absolute leading edge of their emerging fields of technology and marketplace application.

Questions to consider during this block:

What can my organization do to build the trust necessary to gather and leverage others' corporate and personal data?

How do I see the trade-offs— for myself and my family-- between sharing my personal data in exchange for convenience or other value?
What limits should I have?

NAVIGATING COMPLEXITY

David Krakauer is one of the world's leading complexity theorists. Owen Brennan and Alice Stanton together-- Owen as Chairman of Devenish Group and Alice as a doctor and researcher with the Royal College of Surgeons in Ireland (and as colleagues and spouses)-- think far more broadly about their related fields of food & agriculture and human health than most leaders whom I've met. In their collaborative work, they consider complex inter-related systems from soil all the way to human health— and enjoy reading old books under trees.

Then, with generosity and courage, long-time TWINian Jesus Mantas shared reflections on technology, business and life as he combats stage 4 cancer.

Questions to ponder:

Beyond our immediate industry, what complex systems might be important for my organization to understand? How might these systems relate to our risks, opportunities and long-term success?

Dr. Krakauer describes the dichotomy between Resilience and Evolvability. What might these concepts— and their resulting trade-offs-- mean for my organization? For myself and my family?

What is most meaningful to you about Jesus Mantas's remarks?

PURPOSE AS FUTURE: TO ROME & BEYOND

Anousheh Ansari, CEO of XPrize and former astronaut, in conversation with TWIN Co-Founder Anna Catalano, describes the role purpose has played in her life since her childhood in Iran.

Professor and Pastor Nicholas Pearce admonishes us all to seek stillness, and in so doing, to ensure our "ladder is leaning against the right wall."

We concluded TWIN Tech 2020 with a question as a call to action.

Questions to ponder:

What do I see as my purpose?
How might exploring purpose advance my personal journey?

What is one vision I desire to help create post-pandemic?
What can I do to get started?