

University of Science and Technology

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Finding Relevance



www.stefanialucchetti.com

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Finding Relevance

Navigating the
Complexity of
the Digital
Age and
Becoming an
Artful
Knowledge
Worker

eu instant messaging

ou have 115 new email

econe calling on the other

to? and is it relevant

roup post it on facebook

OW  video conference

one?  where do I

10 sms subscribe to

CD concert 

w messages WWW.google

9,000,000 for relevant

hat is relevant? just

ckberry twitter whatsapp

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results  www.bichon.com

“

*It's a very sad
thing that
Nowadays
there is so
little useless
information*

”

Oscar Wilde
1894

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*“Every two days now
we create as much
information as we
did from the dawn
of civilization up
until 2003”*

*Eric Schmidt, Google CEO, 4
August 2010*

*(Techonomy Conference in
Lake Tahoe, CA, USA)*

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What is Relevant?

Selection?

"There has always been more information than people can mentally process. The chasm between the amount of information and man's ability to deal with it may be widening but.. our sensory and attentional systems are tuned via evolution and experience to be selective "

Dennis Proffitt, cognitive psychologist at the University of Virginia.

Is this true? Are we consciously selective?

What is Your Scarcest Resource?

What is your most important and scarcest resource in the digital age?

"...in an information-rich world, the wealth of information means a death of something else: a scarcity of whatever it is that information consumes. What information consumes is rather obvious: it consumes the attention of its recipients. Hence a wealth of information creates a poverty of attention and a need to allocate that attention efficiently among the overabundance of information sources that might consume it"

Herbert Simon, Nobel Prize in Economics, 1971

What Happens

Linear Processing





Automatic response instinct in personal interactions : if another person is sending you a message, it is relevant enough to be worth processing.

The digital world is different

Multilevel Processing

you need to assess whether the message is worth processing.

A communication itself will implicitly make manifest *the intent to communicate*: this does not mean that the actual content of the communication is relevant per se for the mere fact of being communicated.

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What Is Knowledge

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- **Knowledge is of two kinds**

- either we know a subject ourselves, or we know where we can find information on it.

- The net: dilutes the most traditional kind of knowledge
- Does it diminish our intelligence?
- The magic of the information age is not that it allow us to know more, but that it allows us to know less, in terms of depth of what we know
- You have an outsourced memory

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New Ideas to Take Note Of

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Crowd Accelerated

Crowd Accelerated

Innovation

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New Forms Of Cooperating

<http://www.youtube.com/watch?v=D7o7BrlbaDs>






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New Forms of Dialogue



Upgrading the Brain



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This Means *What?*

New Essentials of Knowledge Working

from **linear** processing to
Multileveled processing
multileveled
multileveled

You need to adapt response and communication instincts to the information age:

- develop the ability to filter out quickly different inputs
- focus in on the information you need or to which you want to dedicate attention—that which is relevant for you.

How?

5 skills

Clarity of purpose

Situational awareness

Pattern discernment

Attention

Self knowledge and self mastery

Conscious choice

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A new responsibility?

An Ethics of Information?

Individual responsibility for information exchange

Stefania Lucchetti



- Stefania is an author and keynote speaker. Her book *The Principle of Relevance* has been defined “the message of the times”.
- She is also a corporate attorney and an accredited mediator with the Hong Kong International Arbitration Center
- She regularly speaks and teaches programs on leadership and making ideas happen. She is the education co-chair of Women in Finance Asia and the founder of the Women Leadership Project (www.womenleadershipproject.com).