



DOUG ENGELBART INSTITUTE

The Driving Vision

*The vision that drove Doug's lab at SRI
up that innovation S-curve*

December 9, 2008

Christina Engelbart

Executive Director

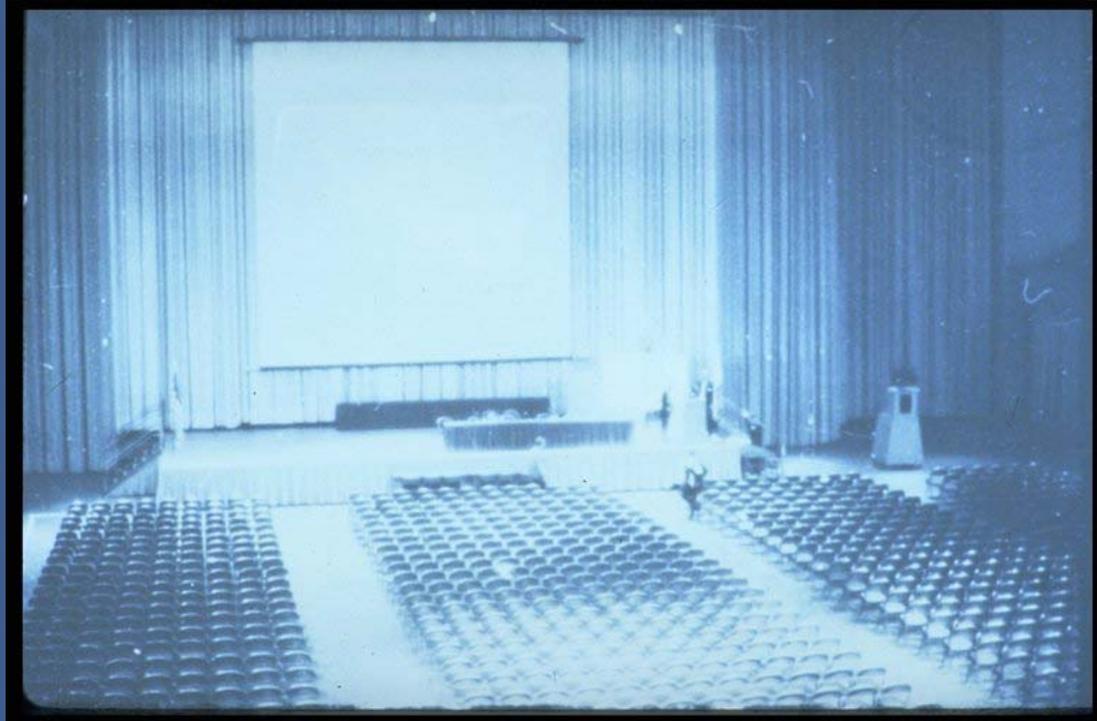
The Doug Engelbart Institute



Introduction

- 1. How is it that all that innovation came about?**
- 2. In the inner workings of his lab he embedded**
 - his vision
 - his strategic accelerators
- 3. That vision and radical approach are his greatest breakthrough innovation of all**
- 4. I'm here to tell you a story about that vision**

I saw the 1968 demo



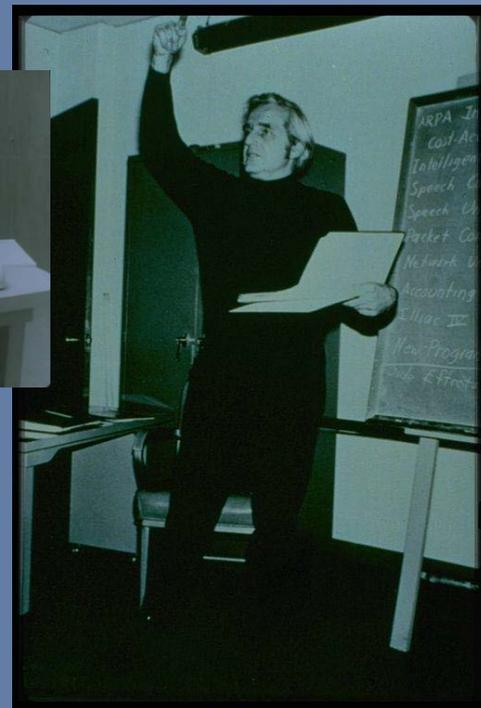
Seated forward right with mom and sisters

Why was I not impressed?



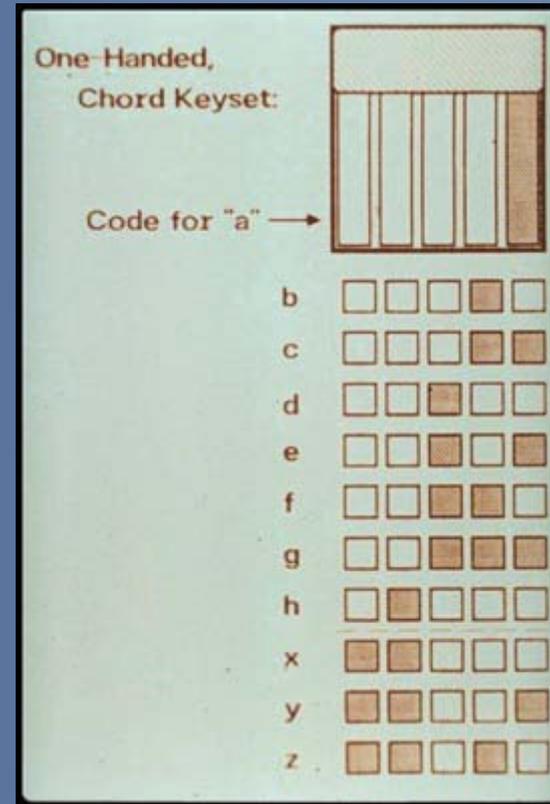
I thought of him as ... just plain dad!

I grew up around the stuff



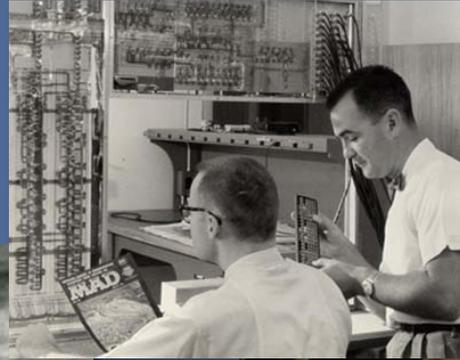
Visiting dad's lab...

I grew up around the stuff



*He brought it home...
and used us as guinea pigs...*

I grew up around leading edge thinkers



Mom and dad had many friends from all walks of life, many on the forefront of their field

Why was I not impressed?



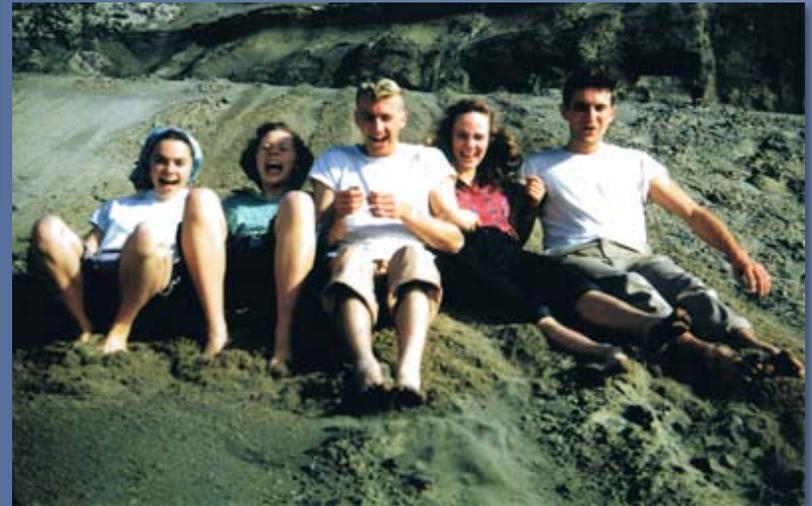
*I wasn't interested in technology!
I was 13 years old – give me a break!*

Now I get it!



*With a degree in cultural anthro I finally see:
Dad's about way more than technology!
He's about solving important human problems!
I join his team...*

It all started when



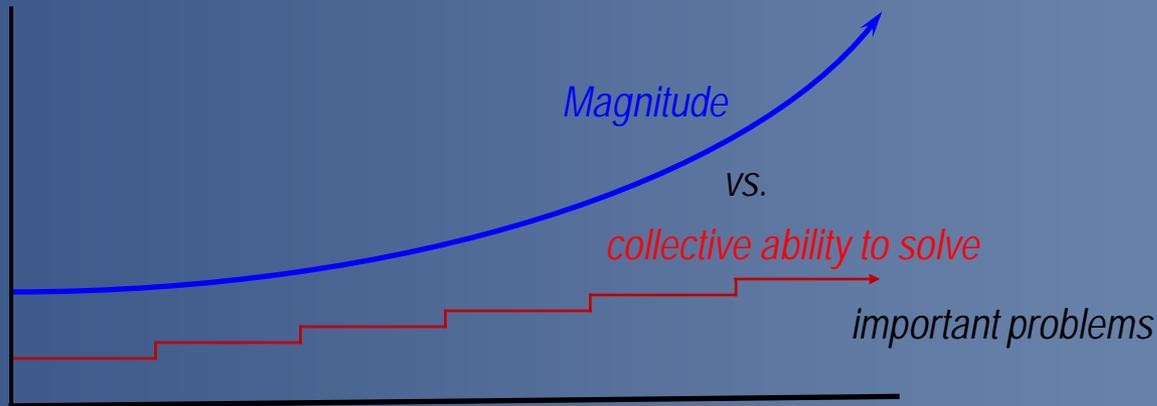
*Dad got engaged to mom ...
And wondered about career goals and crusades*

Epiphany #1



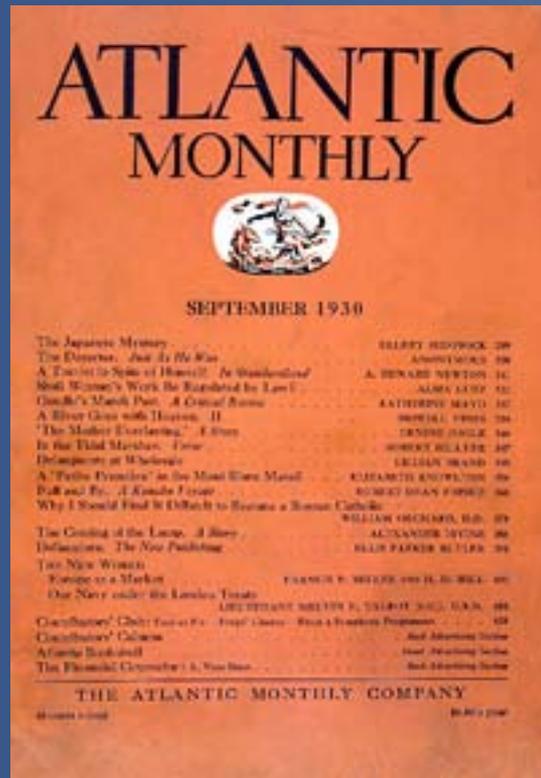
*The most important crusade:
to Augment Human Intellect
(like isolating a gene in the DNA)*

Epiphany #2



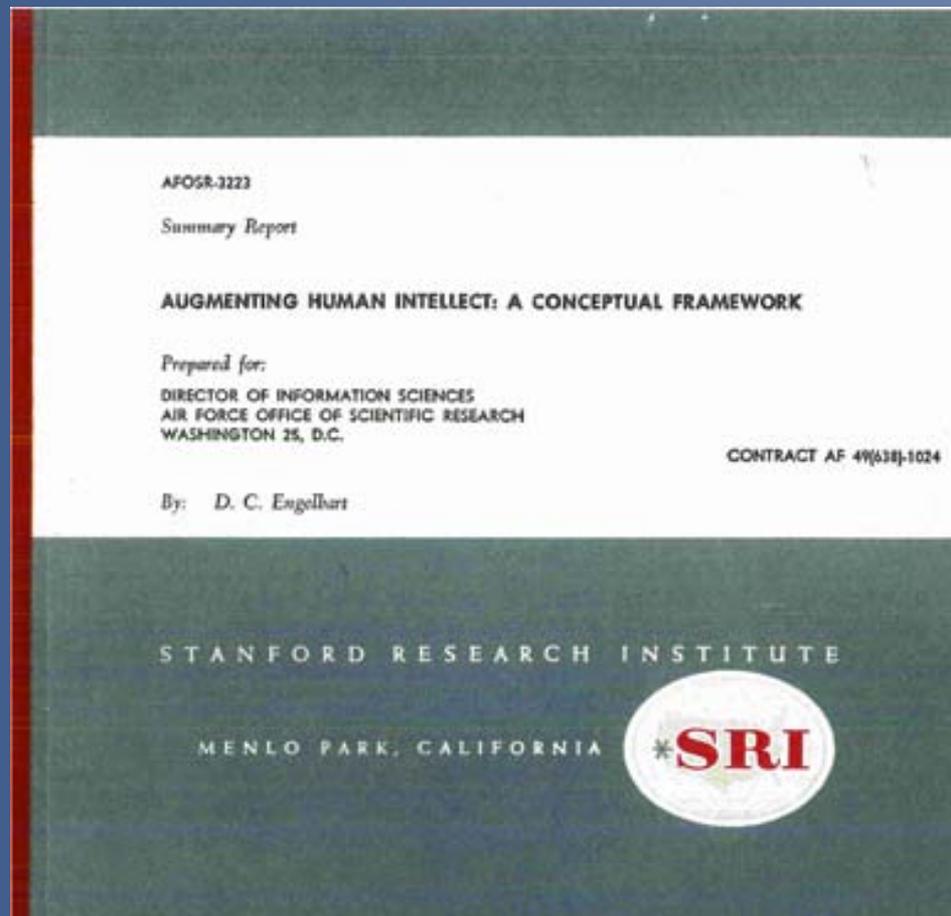
- 1. The sooner we do it the better!***
- 2. The world is changing faster, important problems are increasingly complex, urgent!***
- 3. That means Augmenting Human Intellect is increasingly urgent problem to solve!***
- 4. We need a strategy to accelerate progress!***

Epiphany #3



Leap of faith from Vannevar Bush and radar, to envision flying through information space on computer displays

Doug's Seminal 1962 Report



*Outlining his entire vision and
accelerative approach*

Whirlwind tour of the vision

*A 90 minute presentation (many slides)
in 10 minutes (one slide)*

Don't worry if it flies by too fast!

*Just a taste to appreciate the scope and richness of
the paradigm, the vision and strategic approach*

- Sketch -
11-25-08

• Pushing the Frontier

• Contributing
to the
Global
Collective

• Using
What
You
Build

DOUG'S VISION TREASURE MAP

TOOLS
HUMAN
SYSTEMS
EVOLUTION

• Deep Experimentation

An Accelerative Strategy for Raising Collective IQ

Eileen Cleary

- Sketch -
11.25.08



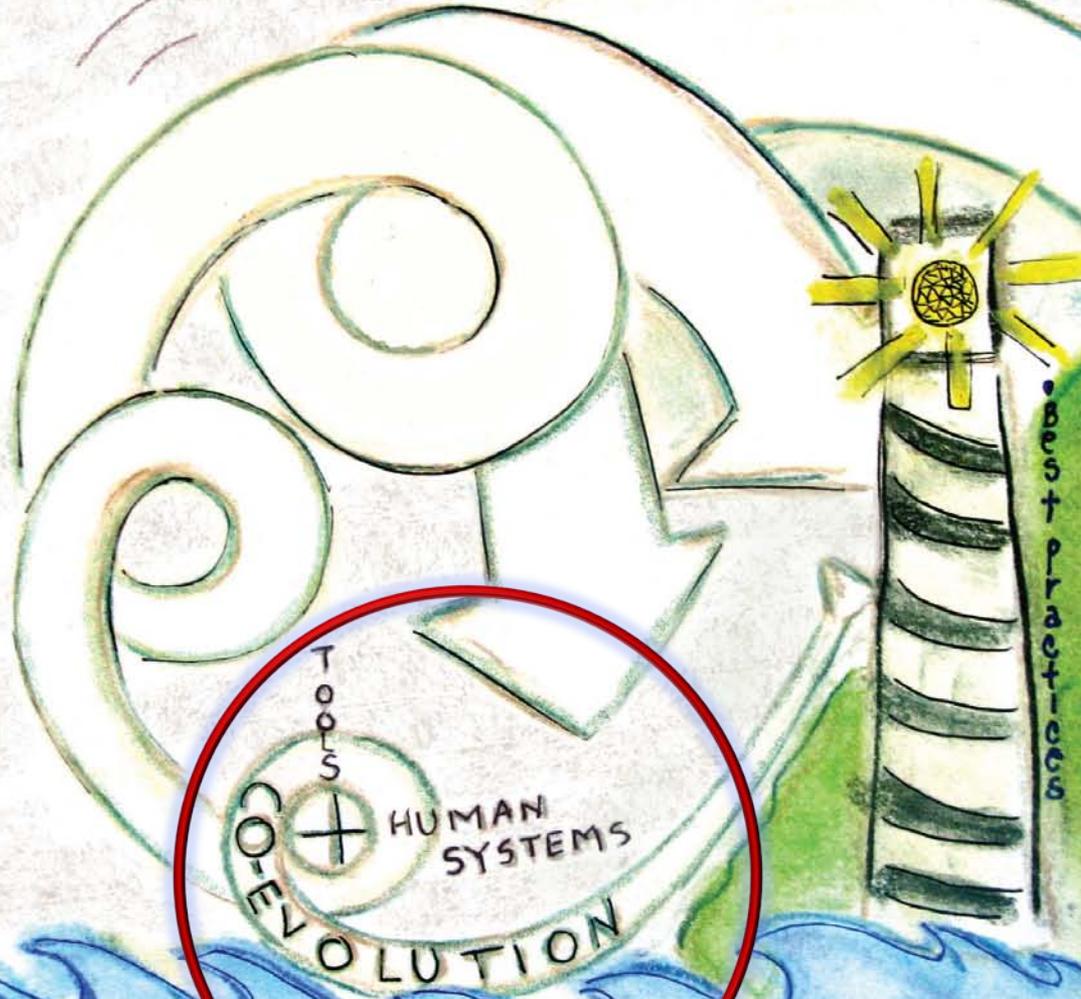
An Accelerative



Raising Collective IQ

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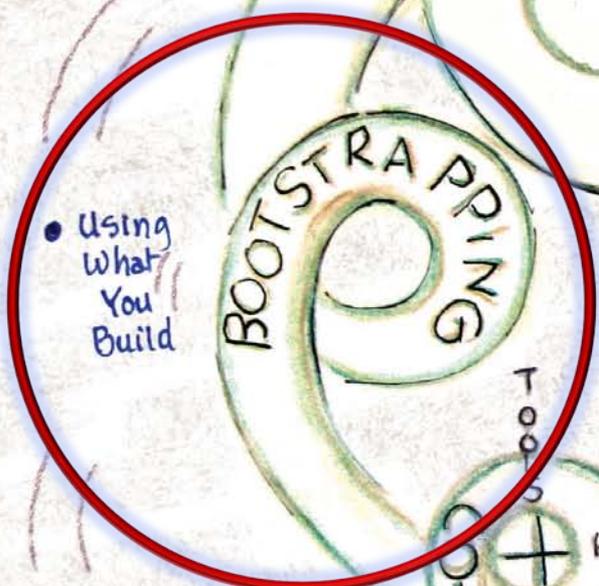
TOOLS
CO-EVOLUTION
HUMAN SYSTEMS

- Deep Experimentation

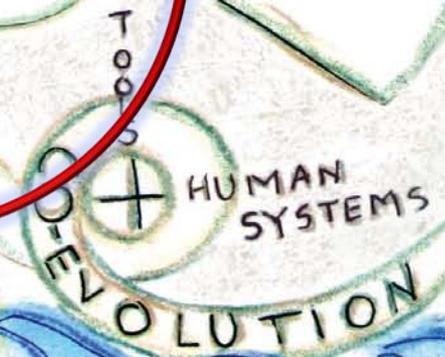
An Accelerative Strategy for Raising Collective IQ

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BOOTSTRAPPING



• Deep Experimentation



An Accelerative Strategy for Raising Collective IQ

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Case Examples

From paper on the walls to elegant
shared environment online

- Using what You Build

BOOTSTRAPPING

TOOLS
+
CO-EVOLUTION
HUMAN SYSTEMS

- Deep Experimentation



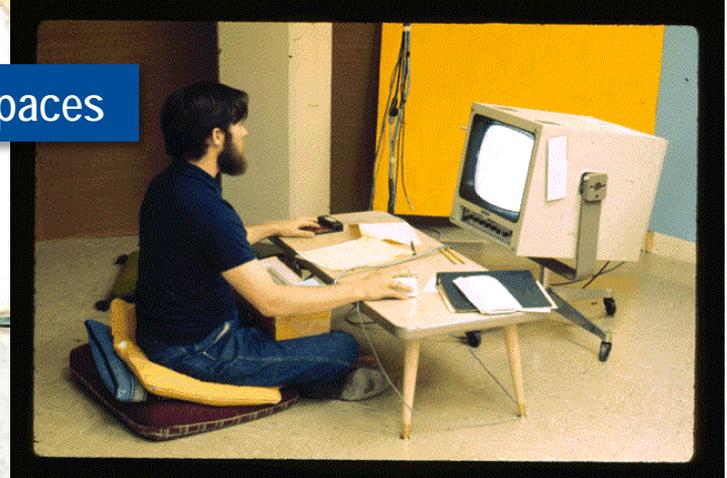
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Case Examples

Experimenting with workspaces



Office design experts

Organizational Design Consultants

Psychologists

PODAC – Personal & Organizational
Development Activity



- Sketch -
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Used ARPANet to
scale up and out
vertically and horizontally

- Using
What
You
Build



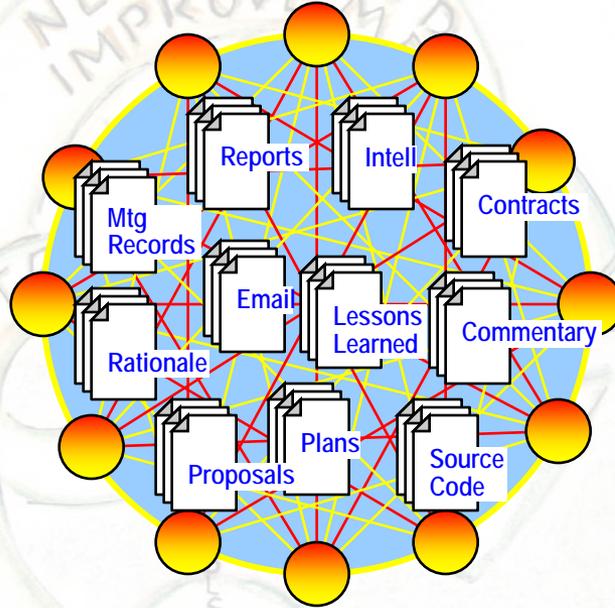
- Deep Experimentation

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• Using
What
You
Build



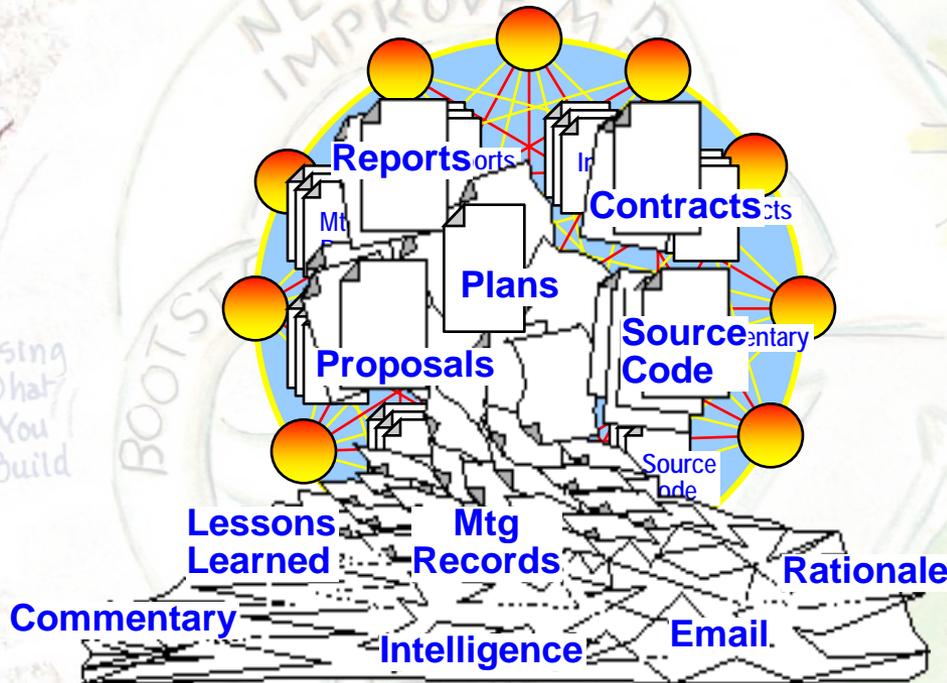
A dynamic knowledge
environment emerged

• Deep Experimentation

An Accelerative Strategy for Raising Collective IQ

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• Using what You Build

How to capture the swirl,
manage, it and use it effectively

• Deep Experimentation

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- Using what You Build

NETWORK
IMPROVEMENT
COMMUNITIES



BOOTSTRAPPING

- Accelerative Continuous Improvement

TOOLS
CO-EVOLUTION
HUMAN SYSTEMS

- Deep Experimentation



Best Practices

An Accelerative Strategy for Raising Collective IQ

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- Using what You Build

NETWORK
IMPROVEMENT
COMMUNITIES

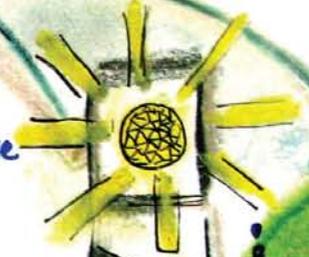


BOOTSTRAPPING

TOOLS
CO-EVOLUTION
HUMAN SYSTEMS

Accelerative
Continuous
Improvement

- Contributing to the Global Collective



Best Practices

- Deep Experimentation

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- Using what You Build

NETWORK
IMPROVEMENT
COMMUNITIES



BOOTSTRAPPING

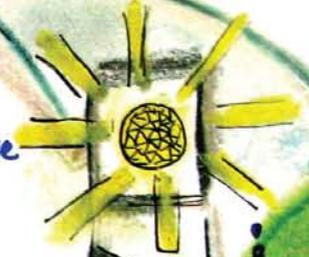
TOOLS
CO-EVOLUTION

HUMAN SYSTEMS

Accelerative
Continuous
Improvement

- Contributing to the Global Collective

- Pushing the Frontier



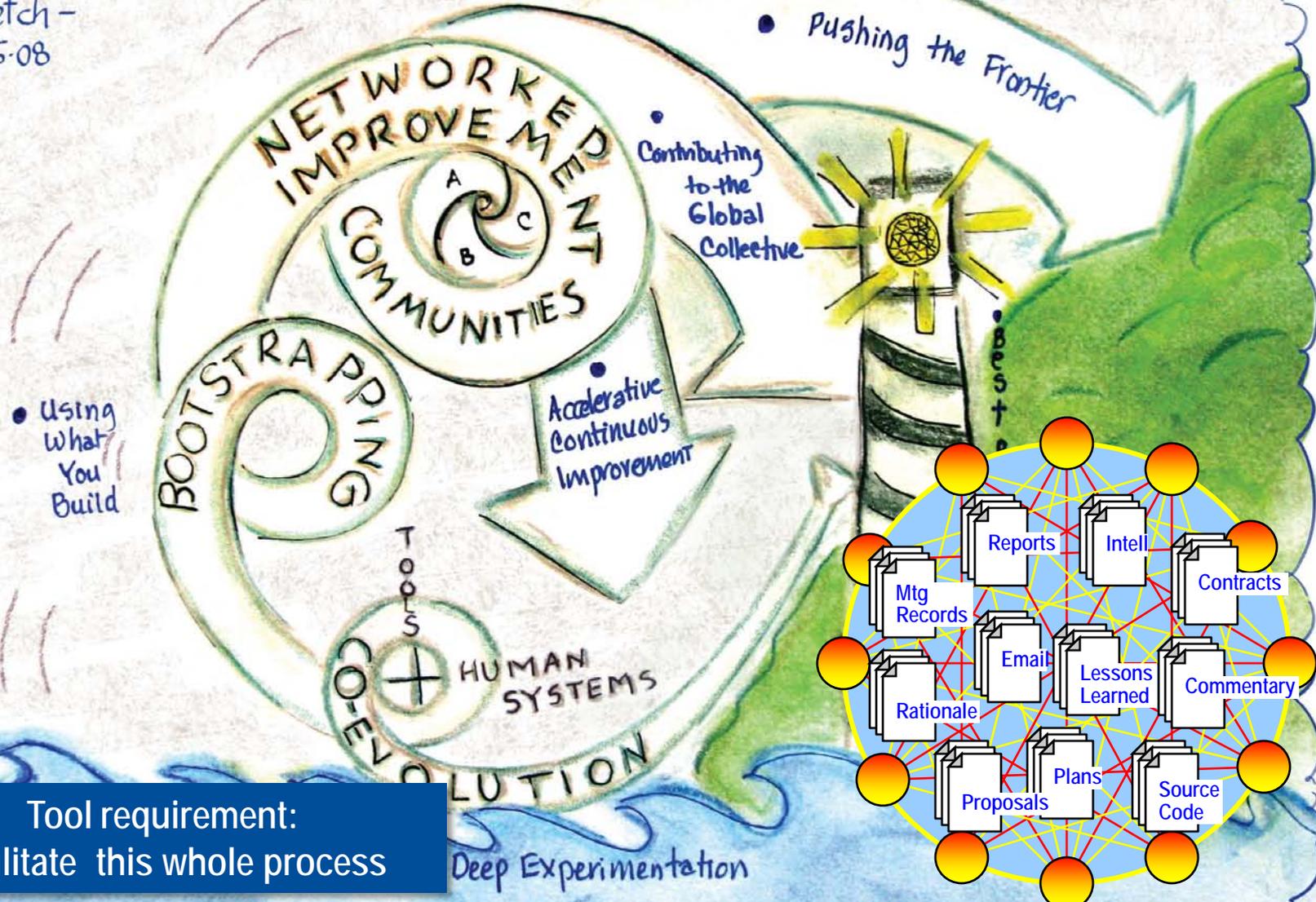
Best Practices

- Deep Experimentation

An Accelerative Strategy for Raising Collective IQ

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• Using what You Build

• Contributing to the Global Collective

• Pushing the Frontier

• Accelerative Continuous Improvement

Deep Experimentation

Tool requirement:
Facilitate this whole process

An Accelerative Strategy for Raising Collective IQ

Eileen Cleary

Recap

- 1. We already over-taxed by today's challenges**
- 2. We must quantum-leap ahead of the curve**
- 3. Isolating a gene in the DNA of organizations**
To innovate how we work collectively to solve important problems, and harness that to do it increasingly better, faster
- 4. His strategic vision with innovation accelerators are his greatest breakthrough innovation of all**
- 5. Embed that into today's teams and organizations imagine the incredible innovation unleashed**
- 6. That is the grander revolution he envisioned**

Conclusions

1. What are the benefits of forging into this frontier for organizations in the public and private sector, initiatives, localities, whole nations?
2. What is the cost of not doing it?
3. Research teams, vendors, consultants, professional societies who pave the way would get added *bootstrapping* leverage
4. “Bootstrapping Blackbelts” would be valuable assets to organizations wanting to forge ahead
5. Which nations will back an “Innovation Highway”?

So where do we go from here?

- 1. Take the vision and approach to whole new level**
 - *“While Deming provided the improvement approach for the industrial age, Doug provided the innovation approach for the knowledge age.”* – Curt Carlson, President SRI International
- 2. Requires broad-based collective effort**
 - Deep pilot experiments to push frontier and pave the way
- 3. Doug Engelbart Institute will be there!**
- 4. Visit us on our new website to get acquainted**
dougengelbart.org

Appreciation

“Behind every successful man is an amazing woman” ... *Thanks mom!*



**Show your appreciation for all Doug Engelbart
has given by giving generously to the
Doug Engelbart Institute
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