



## *Workplace Innovation*

# Industry 4.0, Digitalisation and the Future of Work

**Stirling: 27<sup>th</sup> November 2019**



**WORKPLACE  
INNOVATION**  
People centred change

**Skills  
Development  
Scotland**

**Date:** Wednesday 27<sup>th</sup> November 2019

**Time:** 09.00 for 09.30 to 13.00, followed by lunch

**Location:** Stirling Court Hotel, University of Stirling, Stirling FK9 4AE

Digital technologies have enormous potential to transform Scottish businesses, enhancing productivity, innovation capacity and working lives. Evidence suggests that these benefits will be achieved mainly by enhancing human labour through digital assistance rather than by replacing it. Workforce readiness and skills enhancement will play a key role in success, ensuring the best possible synergies between digital potential and human potential.

**A full return on digital investment is achieved when technological innovation and workplace innovation are considered together.**

The Masterclass will explore international experiences and good practice, helping participants to define a roadmap towards the digital future. It brings together the latest thinking and research from the UK and the rest of Europe, the expertise of digital specialists from Scotland and Finland, and company experiences of people-centred approaches to digital innovation.

**This highly interactive Masterclass is your opportunity to:**

- Learn from leading European experts
- Gain inspiration and practical insights from a transformative business leader
- Share experiences with other Scottish companies.

You will be able to assess current practices in your own company, get advice from our experts, and learn about opportunities for support from Scottish Enterprise's Workplace Innovation Specialists.

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Delivered on behalf of Scottish Enterprise by Workplace Innovation Europe.  
*Helping companies achieve high performance and high quality of working life.*

# Be Inspired

## ... by digital potential

AI can bring significant benefits for businesses and employees alike. According to the CIPD's **Megan Butler**, it is radically reshaping our workplaces, making work more skilled and interesting and creating better, more fulfilling jobs for employees.

But the benefits of digital technologies can't be taken for granted. Investment in people and skills plays a vital role in successful digital investments ...



Megan is Senior Research Advisor at the CIPD and former in-house AI in HR specialist at CogntionX, an AI specialist research house. Her PhD studies and professional interests focus on the impact emerging technology is having on business to help HR professionals and businesses gain the benefits and accelerate safe and responsible adoption.

## ... by international experience

*"From day one, our culture has been the cornerstone of our company. It made us what we are and it defines what we will be. We believe in it, not because it's trendy but because it empowers us. It makes us successful and it keeps us human."* Futurice co-founder **Hanno Nevanlinna** says that the Finnish innovation consultancy's culture so impressed clients that they wanted to adopt it alongside technological innovation. That's a great recipe for success!

Hanno is an innovator by heart who designs everything from sustainable digital services to furniture and better work life practices. He co-founded Futurice in 2000 and has seen it grow into an international company. Futurice was awarded the Europe's best workplace award both in 2012 and 2013. Hanno's current focus is on how companies can deliver impact in society and integrate sustainability into business and service creation.



## ... by a journey to digital innovation



Engineering services technology company **Booth Welsh** has been on a remarkable culture change journey, one which has led it to embrace the emerging world of digital technologies with energy and vision.

MD **Martin Welsh** is a firm believer that embracing Industry 4.0 is as much to do with human interaction as it is to do with technology. He will be talking about the company's story and how the business took the brave decision to transform and is now reaping the rewards.

Martin led the growth and evolution of the Irvine-based business to embrace digitalisation within its service offering and stimulate a top-to-bottom culture of innovation, achieving real successes on the way.

He is a regular speaker at future-focused industry events both in the UK and overseas. Martin is a self-confessed 'gadget geek' and an early adopter of new technologies, always looking to find the next disruptive innovation.

## ... by a really remarkable leader

In 2009 **Dorte Zacho Martinsen** had no background in management when she took over as CEO of family-owned **BM Silo**, a Danish SME producing agricultural products. The company was in crisis, halving its workforce due to the economic climate, and its future looked uncertain. Dorte's one stipulation was that she should run the company in her own way. Her vision was for BM Silo to compete through innovation led by its people.



Every member of her largely unskilled workforce was encouraged and enabled to take up vocational education and development opportunities. She introduced employee-led working groups to create smarter ways of working, more responsive to "what the customer would like". Self-organised teams manage their own rosters to reflect each member's family circumstances – with the result that machine utilisation actually increased! Multi-skilling ensures that everyone is flexible across the whole production process.

All this prepared the way for the arrival of the robots. Workforce fears of job loss gradually disappeared when Dorte encouraged people to take up programming courses and "play with the robots". They played, and found ways in which the new technologies enhanced their jobs, minimising heavy and repetitive work.

In Dorte's words, BM Silo recruits people in the labour market "that nobody else wants", not just the unskilled but people with learning difficulties. She sees the potential, and invests in realising it.

The result: a return to pre-2009 levels of employment, a remarkable throughput time of 3 hours from order to completion, and a profitable increase in exports from 50 – 90%.

## ... and by each other

The Masterclass will be facilitated by **Rosemary Exton** and **Dr Peter Totterdill**, providing ample opportunities for discussion, sharing experiences and idea generation with speakers and other participants alike. Based on their work with leading Industry 4.0 researchers and practitioners from across Europe, Rosemary and Peter will enable you to explore several key themes throughout the Masterclass, including:

- How digital technologies can enhance productivity and innovation in your business
- How to achieve organisational and workforce readiness for digital innovation
- How to build skills for the digital future

Members of the Booth Welsh team will also demonstrate the potential of digital technologies during the mid-morning and lunchtime breaks.



Rosemary and Peter are founding Directors of **Workplace Innovation Europe CLG**, an international not-for-profit company created to stimulate and support ways of working that lead to high performance and great working lives through consultancy, research, network building and policy advocacy. They bring practical experience of facilitating change in diverse private and public sector organisations as well as insights from their international collaboration, research and thought leadership.

Together with their European partners, they co-created the concept of workplace innovation in 2002 as a practical yet evidence-based approach to achieving high performance through people.

e: [contact@workplaceinnovation.eu](mailto:contact@workplaceinnovation.eu) w: [www.workplaceinnovation.eu](http://www.workplaceinnovation.eu)

Register for the Masterclass and access the Fresh Thinking Labs online platform for background materials, guides, and opportunities for networking with leading companies across Europe.

[www.freshthinkinglabs.com](http://www.freshthinkinglabs.com)

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