IT Festival

On May 21st Fontys held an IT Festival where many inspirational speakers came to talk about their work and experiences in their industry. The school organized activities and lunch and dinner.

Unfortunately, most speakers only talked at one time and the speakers were planned on the same time, so I had to choose to which speaker I wanted to go to. I went to two of them Ryan Hayashi and Menno Lanting.

RYAN HAYASHI: DECODED: THE MAGIC OF HUMAN CONNECTION

I expected this hour to go about Ryan Hayashi's experience with talent development, nonverbal communication human connection. But he only showed magic tricks for a whole hour, he didn't really teach us anything. The only thing he explained was how he distracts the audience with certain moves and the way he changes his voice on specific moments.

To my disappointment I didn't really learn what I could use or think about in the future.
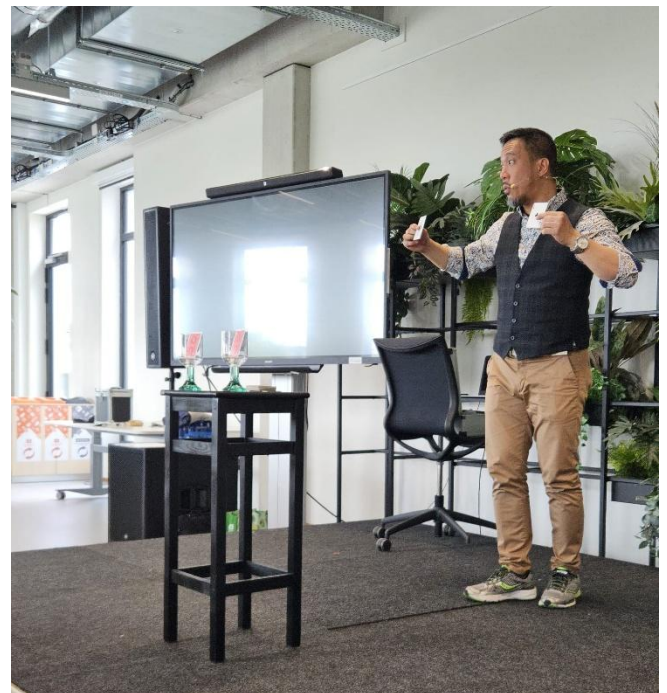
MENNO LANTING: TALENT, TECHNOLOGIE EN BEDRIJFSCULTUUR

Menno Lanting is an expert in the impact of a changing world and innovation. He knows all about adaptability. He advises big organizations how to stay connected to a changing world.

I wrote notes about what he said:

- He talked about how to come up with an idea to start business. See a friction there is in the world and create a solution for it.
- Companies come have a Dominant logic (Provide a customer with a car). For example, Uber came with a secondary friction (they came up with other services)
- In the past they teached leaders to have good answers and now you need people to ask the right questions.
- You don't need a normal strategy; you need a strategy for a digital world.
- He talked about Mclaren. Mclaren isn't just a car company or a F1 team. Mclaren really is a data company. They are always collecting data. In the car company, in the F1 team etc.
- Built a business case everyone will understand.

The things he talked about are handy to think about when starting a company.