

Collective Intelligence

Pawel Brodzinski





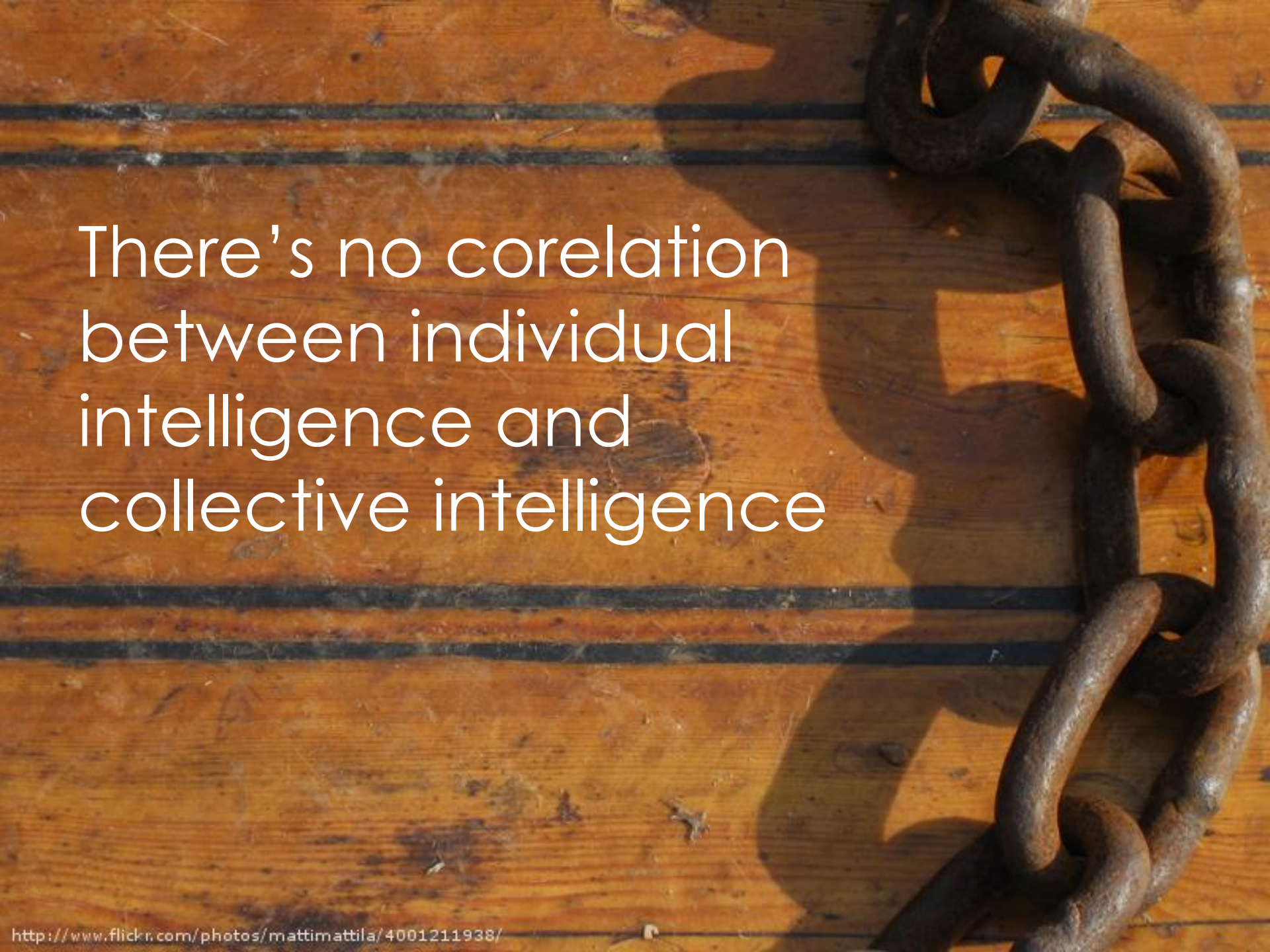
Collective intelligence was **much more predictive** in terms of **succeeding in complex tasks** than average individual intelligence or maximal individual intelligence.



Anita Woolley

Teams trump individuals



A close-up photograph of a heavy, rusty metal chain resting on a wooden surface. The chain is composed of several large, interlocking links, and its surface is covered in a thick layer of reddish-brown rust. The wooden surface consists of horizontal planks with a natural wood grain and some darker, possibly charred or stained, areas. The lighting is bright, casting sharp shadows of the chain links onto the wood. The overall composition is simple and focuses on the textures and colors of the metal and wood.

There's no correlation
between individual
intelligence and
collective intelligence

Drivers of high collective intelligence

Social perceptiveness
Evenness of communication

Google's intense data collection and number crunching have led it to the same conclusions that good managers have always known. In the best teams, members **listen to one another and show sensitivity to feelings and needs.**





Am I a sexist asshole or a feminist?

More
Empathy



Better
Collective
Intelligence

More
Empathy



Better
Collective
Intelligence

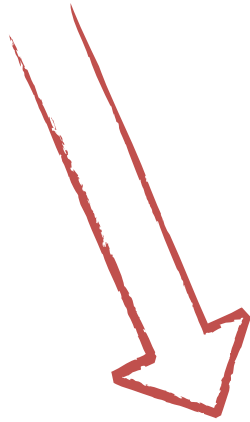


More
Respect

More
Empathy



Better
Collective
Intelligence



More
Respect



Improved
Communication

More
Empathy



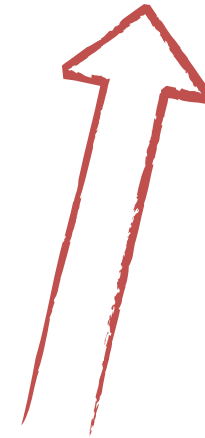
Better
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Better Business
Outcomes



Better
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More
Empathy

Improved
Communication



More
Respect



Empathy earns money

UX at CapGemini: <https://www.linkedin.com/pulse/how-empathy-maps-can-increase-your-business-revenue-19-pratik-agrawal>

UX at AirBnB: <http://www.paulboomer.com/empathy-creates-bond-with-customers-higher-profits/>

Client retention in consulting:

<http://blog.theentrepreneursadvisor.com/2011/02/increase-revenue-awesome-customer-service/>

Hospitality in hotel industry: <http://ehotelier.com/insights/2016/08/10/empathy-secret-hospitality-customer-service-sales/>

Social responsibility at Tetra Pak: <http://knowledge.insead.edu/csr/social-entrepreneurship/increase-revenues-with-csr-2572>

All 22 studies (on affective aspect of empathy), drawing on subjects from first grade through adults, showed **stronger female empathy**. In 20 of these studies, the differences were **highly significant**.



Claudia Strauss

Better Business
Outcomes



Better
Collective
Intelligence



More
Empathy



More
Respect



Improved
Communication



Thank you

Pawel Brodzinski