DIGITAL TWINS

WHAT'S THAT?

Last week I came across the term digital twins. Heard of it?

(If I get this wrong then someone correct me but as I understand it...) A digital twin is a digital replica of something. That could be an object, person, product, system or process. The digital replica is created from real data and is used by companies to test, predict and simulate what happens in real situations or outcomes. The results from that, should then help companies make better decisions.

Why was I looking at that?

At a recent event during #BristolTechnologyFestival, I listened to a discussion on the role of AI in bridging the skills gaps. One panel member said... "We have to be proactive. We've got to have a view. If not, we'll get left behind."

Challenge accepted. First stop - do some learning so I can build an opinion.

So I've been reading about digital twins and how they are being used by companies to look at their people experience. Not just employees but customers too. For example; did you know a digital twin can help a customer test a company's product without even touching it? Mind boggling or what.

I'm no Tech guru. I'm still on my learning journey. And I'm not sure I've done enough of that to have a fully formed view yet. But, this is a fascinating example of how people and AI are coming together.

I'm interested to see how the digital replication of people works in practice and as someone who is passionate about human connections, how this enhances the overall people experience companies want to create.

I'll take any suggestions to add to my learning on this, so please share. #everydayisalearningday after all.

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Helping leaders elevate their people experience to drive business growth