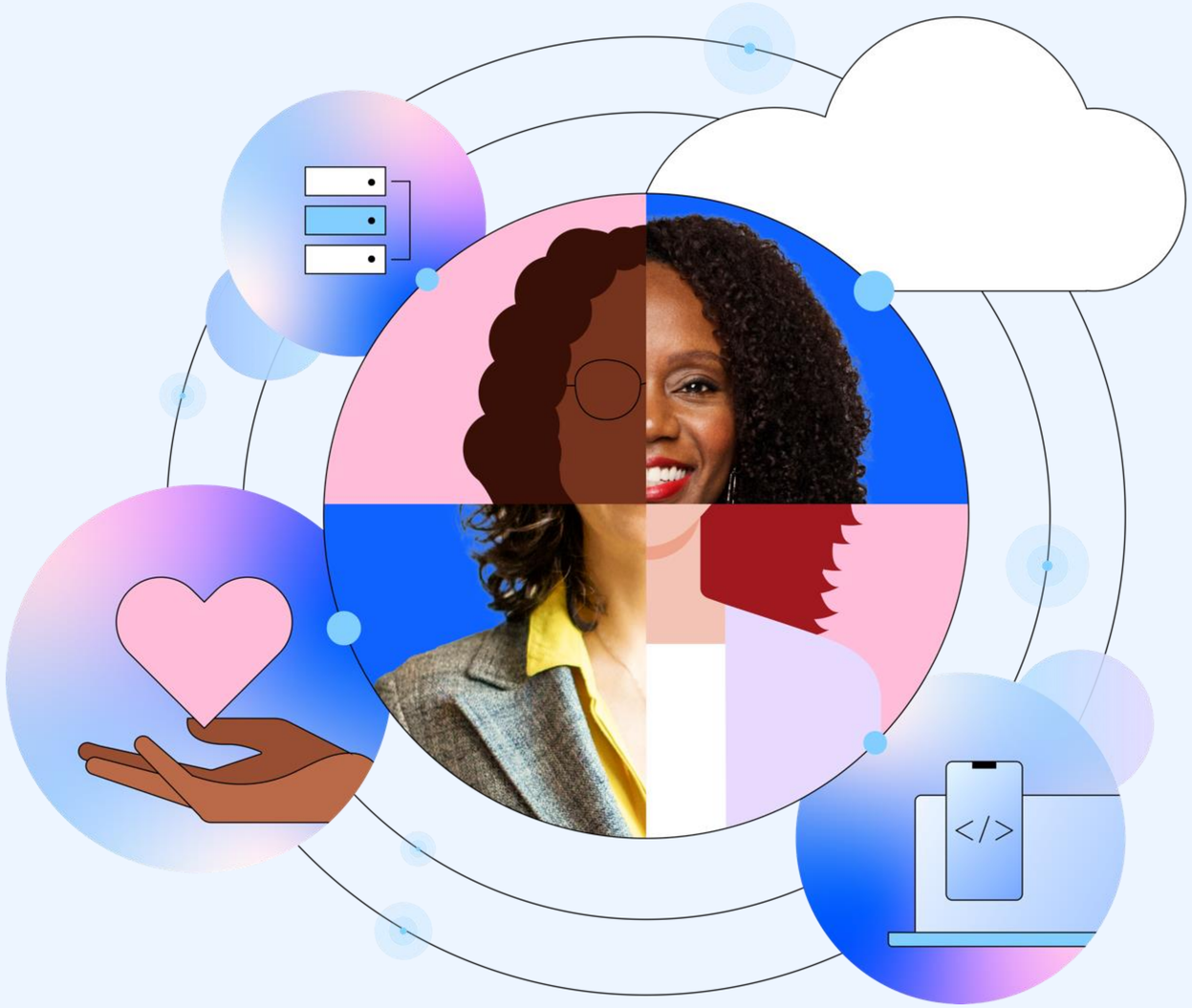
Key Insights & Highlights

Women in Tech Berlin
Learning & Leading with AI



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Keynote Felicitas Geiss, Bosch
IT follows Business follows Purpose

Our keynote speaker Felicitas Geiss (Bosch) delivered an inspiring session on aligning personal purpose with corporate impact. Here are the key takeaways from her talk:

- Align Purpose for Impact:
  When your purpose aligns with the company’s mission, it creates synergy and impactful results ("magic happens").

- Diverse Perspectives Matter just as much as Technical Expertise:
  You don’t need to be a tech expert to succeed in tech. Combining business, technical, and people perspectives adds unique value. Growth happens through learning by doing and staying open to new experiences.

- Embrace Retrospective Clarity and Storytelling:
  The bigger picture often becomes clear only in hindsight (Steve Jobs' philosophy: “You can't connect the dots looking forward; you can only connect them looking backward”). Telling a compelling story enhances your ability to resonate with others.

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Panel Discussion

Avoiding Bias in AI & Health and Shaping an Inclusive Future

Our panel discussion highlighted critical challenges and opportunities in healthcare and AI, emphasising the need for a holistic and inclusive approach. Here are the key takeaways from our panel discussion:

- **Bias in Healthcare:** Bias stems not only from AI models but also from human interactions. For example, language barriers can lead to inequalities in patient care if healthcare staff avoid contact with patients who speak a different language.

- **Gender Gaps in Health Data:** A significant gap in health research impacts diagnosis and treatment, especially for women. Men outnumbered women 3:1 in 31 medical trials for congestive heart failure over 15 years, for example.* But also in areas like schizophrenia or bipolar disorder women are underdiagnosed and instead labeled with depression and anxiety issues. On the other hand, men may not be readily diagnosed with depression due to societal expectations, but the suicide rate amongst men is way above that of women

- **The Role of Allies:** Addressing bias requires proactive allyship. Even in male-dominated fields like data engineering, sensitising teams to diverse perspectives ensures critical voices are heard at key moments.

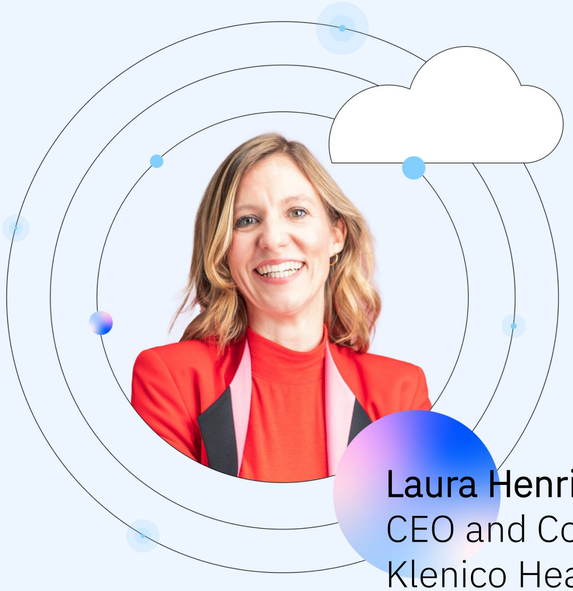
- **Collective Responsibility:** Tackling systemic issues like gender bias isn't solely "a women's issue" – it's a societal one. Success depends on diverse contributions across gender, race, and social backgrounds.

The discussion underscored that change begins with awareness and brave action. As Laura Henrich put it: "Be brave as a woman in tech – what can go wrong? "

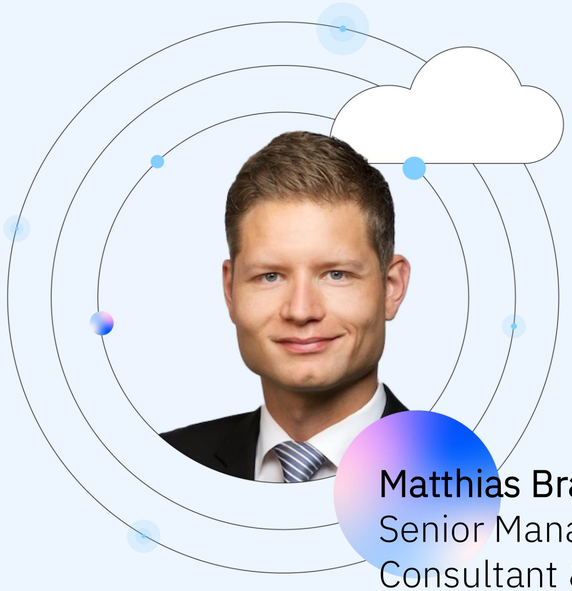
**Source: Caroline Criado Perez, Invisible Women: Exposing Data Bias in a World Designed for Men*

Connect with our Panelists

Carolin Silbernagl
Co-Founder,
zukunft zwei
LinkedIn



Laura Henrich
CEO and Co-Founder,
Klenico Health AG
LinkedIn



Matthias Bracht
Senior Managing
Consultant & Practice
Group Leader AI, IBM
LinkedIn

Interactive Workshop
Augmenting Experiences in the Age of AI

To round off the event, Andrea Goebel and Lisa Gumprich led an engaging Interactive Workshop: Augmenting Experiences in the Age of AI, focusing on designing AI-driven solutions that prioritise user needs. Here are the key takeaways from the session:

- Deep Integration of AI: AI will continue to be more deeply embedded into our digital experiences, transforming how we interact with technology.

- Enhancing (Health) Experiences Responsibly: When designed thoughtfully and responsibly, AI has the potential to significantly improve healthcare and other user experiences.

- User-Centered Design: Always start with the user. Prioritize a user-centered design approach by focusing on their needs, not just the capabilities of the technology. For example, IBM's Enterprise Design Thinking (EDT) and Design for AI emphasises putting users first. These frameworks guide teams to create solutions that are ethical, inclusive, and effective. Learn more at IBM Design Thinking and IBM Design for AI, including resources like the "Everyday Ethics for AI" guide.

- Trustworthy AI Experiences: Consider critical factors like bias, transparency, and explainability from the very beginning to create AI systems that users can trust.

The workshop highlighted how responsible AI design can transform healthcare, particularly mental health, chronic disease management, and diagnostics. These advancements benefit everyone involved—patients, doctors, and healthcare professionals alike – underscoring the value of AI in creating a better future for health and well-being.

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Designing the Human Machine Relationship

Designing for AI requires us to understand relationships with people and why we'd be willing to invest in a relationship with a machine.

Generated by Leonardo.ai

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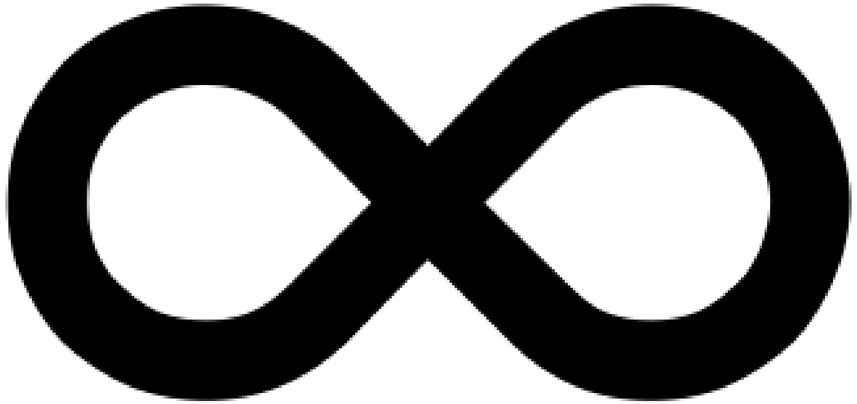
The basis of our human-centered approach: IBM Enterprise Design Thinking & IBM Design for AI

Enterprise Design Thinking (EDT) is our shared language that continuously shapes our mindset and directs our user-centered design approach.

www.ibm.com/design/thinking/

www.ibm.com/design/ai/



Observe Reflect Make

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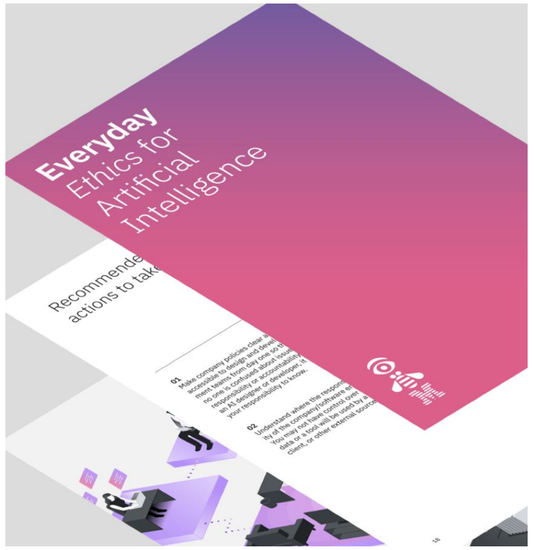
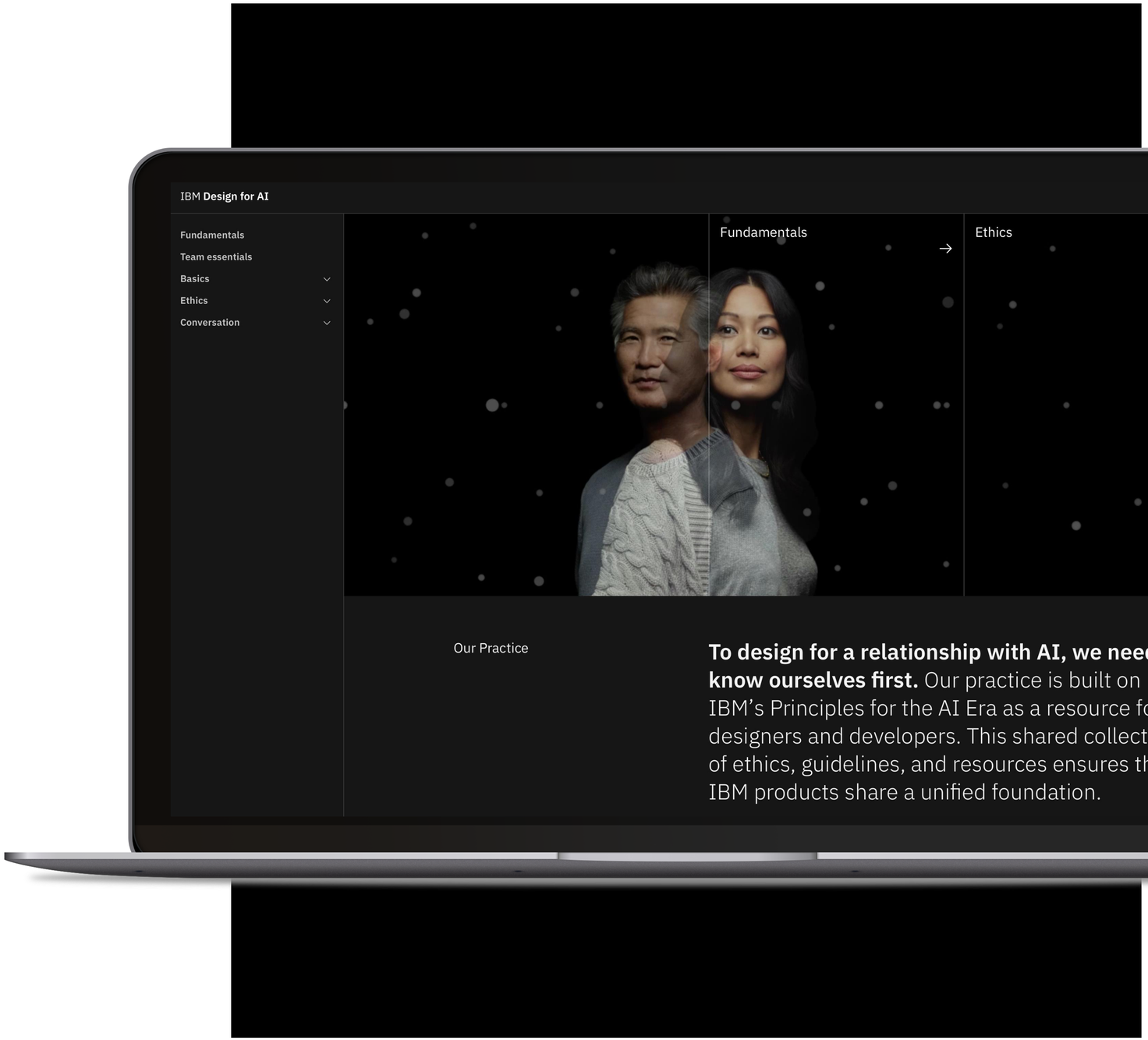
IBM Design for AI

www.ibm.com/design/ai/

Read more about AI fundamentals and Ethics (incl. download “Everyday Ethics for AI”).





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AI can change experiences for the better. If designed responsibly.

Purpose

The reason for the user to engage with the system.

Why?

Value

What the system provides the user that tangibly improves their life.

What?

Trust

The willingness of a user to invest in an emotional bond with the system.

How?

Purpose

AI augments human intelligence.

- Do we address a user problem that's worth solving? What do citizens, customers, and employees aim to achieve?
- Do we address a specific business need? What do organisations and institutions require to succeed?

Value

Solve user problems to tangibly improve their life.

Accelerate Research

Process data, combine knowledge and surface insights.

“Find the insights I need.“

Augment & Automate

Assist users and automate tasks to reduce manual or cognitive effort.

“Ease my tasks!“

Predict & Anticipate

Analyse and monitor data to predict potential outcomes or issues.

“Tell me what could happen.“

Recommend

Support decision-making and provide recommendations with confidence.

“Help me decide.“

Enrich & Engage

Address user needs with personalised experiences. Use natural language to engage in conversations.

“Address me personally!“

Generate & Create

Generate new texts, visuals, videos, audio, 3D and more.

“Create for me! Inspire me!“

Extract & Transform

Create summaries, translations and generate insights from large amounts of unstructured data.

“Help me understand!“

Trust

Pillars of trustworthy AI

Transparency

Promote transparency through disclosure: Share information on how AI has been designed and developed.

Explainability

Provide a human-interpretable explanation for AI's predictions and insights.

Fairness

Minimise bias and promote inclusive representation – and assist in making fair choices.

Robustness

Ability to handle exceptional conditions, such as abnormalities in input, effectively.

Privacy

AI must prioritise and safeguard consumers' privacy and data rights.

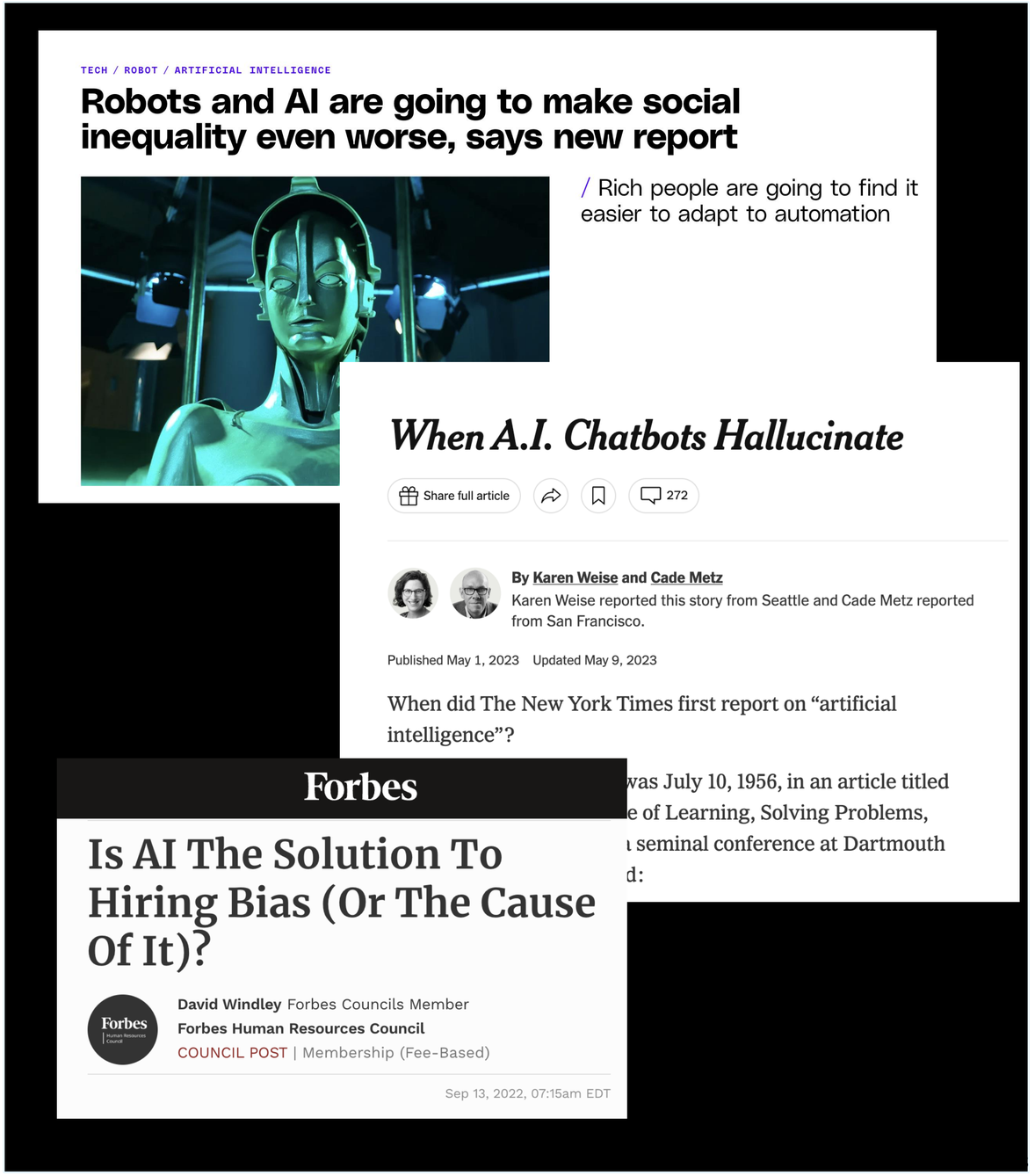
Trust

We are responsible for teaching machines what we value.

Trust is predicated on security of the system's data, the feeling of human control, and the quality of the results the system provides.

Ethical decision-making starts at the very beginning of the AI creation process.

https://www.ibm.com/design/ai/ethics/



Technology is nothing without the Human Factor.

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