



The Nerd & The Poet



Hedwig Wassing
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These two characters often live on different planets. The Alpha and the Beta worlds do not have much in common and don't easily share much. But giving it a closer look, they may find out that a committed partnership may bring them happiness and success.

Why am I writing this? In my entire career I worked on both planets, creating new concepts for human beings and using machines to make these effective and efficient. For a while I thought that the gap would be closed by education in due course, giving it a generation or so. But it didn't happen. I wondered why and came to the conclusion that these two skills require talents and not knowledge and experience only. The ability to design concepts and the ability to realize these are seldom combined in one individual. That is why beautiful buildings cannot be developed unless Architects and Engineers collaborate very closely. Look at the works of art that Santiago Calatrava designed. Visit Valencia and see the impossible being made possible.

In this Onlife world, as Wijnand Jongen wrote in his book ["The end of online shopping"](#), the threats and opportunities must be dealt with at high speed. Individuals and teams need to develop new skills and alliances to cope. One of these

is to respect each others talents and learn to cooperate across the divide of sentiments and miscommunication. They speak different languages and see different images in their minds when dealing with a challenge. They usually stick with their own tribes and cannot be forced to collaborate to the fullest of their abilities. The respect grows as they learn that close cooperation delivers results, that they should and will be admired and rewarded for.

So, "Just do it". Give it a try. Bring Nerds and Poets together, confront them with a challenge that requires both talents and applaud them for their effort and achievements.

I realize that I am one of the lucky guys to feel comfortable in both worlds. That makes me a powerful helper in the transitions, that we are going through in this day and age. And it gives me great joy to take people by the hand and let them discover that a true partnership between a Nerd and a Poet will bring long lasting happiness and joy to both.