Category

Strategy

Human-Centric Strategy in High-Tech Environments Playbook

Keeping the human experience central to strategy as automation and AI capability expand

- Executive
- Intermediate
- Template Included

- Mithun A. Sridharan

- 30 October 2018
- 4 minute(s)

Overview

A framework for deliberately protecting human-centric design — employee experience, customer relationship quality, ethical consideration — as a strategic priority alongside technology-driven efficiency gains, rather than letting it erode by default.

Isn't "human-centric" in tension with efficiency-driven automation

strategy? Not necessarily — this playbook treats them as two objectives to balance deliberately, not automatically opposed. Some automation improves the human experience (removing tedious work); some erodes it (removing meaningful human judgment or connection) — the framework helps distinguish which is which.

Who should own this — technology or HR/customer experience?

Genuinely cross-functional. Technology leaders drive the capability; HR and customer experience leaders bring the perspective on what actually preserves versus erodes the human experience — this playbook needs both at the table.

{ "@context": "https://schema.org", "@type": "FAQPage", "mainEntity": [{ "@type": "Question", "name": "Isn't \"human-centric\" in tension with efficiency-driven automation", "acceptedAnswer": { "@type": "Answer", "text": "strategy?\nNot necessarily — this playbook treats them as two objectives to\nbalance deliberately, not automatically opposed. Some automation\nimproves the human experience (removing tedious work); some erodes it\n(removing meaningful human judgment or connection) — the framework helps\ndistinguish which is which." } }, { "@type": "Question", "name": "Who should own

this — technology or HR/customer experience?", "acceptedAnswer": { "@type": "Answer", "text": "Genuinely cross-functional. Technology leaders drive the capability;\nHR and customer experience leaders bring the perspective on what\nactually preserves versus erodes the human experience — this playbook\nneeds both at the table." } }] }

Subscriber access

Unlock this playbook

This playbook — including every framework, template, and step-by-step section — is available free to Think Insights subscribers. Enter your email to unlock it instantly and get our weekly insights newsletter. No account needed, and access is remembered on this device.

First Name

Last Name

Email

Country - Select -

■ I agree to data processing in accordance with GDPR

Submit

Leave this field blank

References

Related playbooks

Strategy

AI-Native Strategy & Agentic Workflows Playbook

A framework for identifying which operating processes are genuinely suited to agentic AI redesign — autonomous, multi-step task execution — versus which just ne

- Executive
- Advanced
- Template Included

Read playbook

Strategy

Board-Level Strategy Oversight & Activist Preparedness Playbook

A framework for strengthening board-level strategic oversight proactively — the same rigor that makes a company resilient to activist investor campaigns — rathe

- Executive
- Advanced
- Template Included

Read playbook

Strategy

Board Scenario Planning & Strategic Risk Oversight Playbook

A framework for board-level scenario planning that genuinely tests management's strategic assumptions and risk appetite, structured as active board deliberation

- Executive
- Advanced
- Template Included

Read playbook

Talk to us about human-centric technology strategy

Tags

- Human-Centric Design
- Technology Strategy
- Employee Experience

Author

Mithun A. Sridharan

I'm Mithun A. Sridharan, Founder of this website - Think Insights - on Strategy, Management Consulting, Leadership, Digital Transformation, and Data Literacy. Follow me on social media or connect with me on LinkedIn for updates.