

Parallel Worlds: Connecting the Micro and Macro

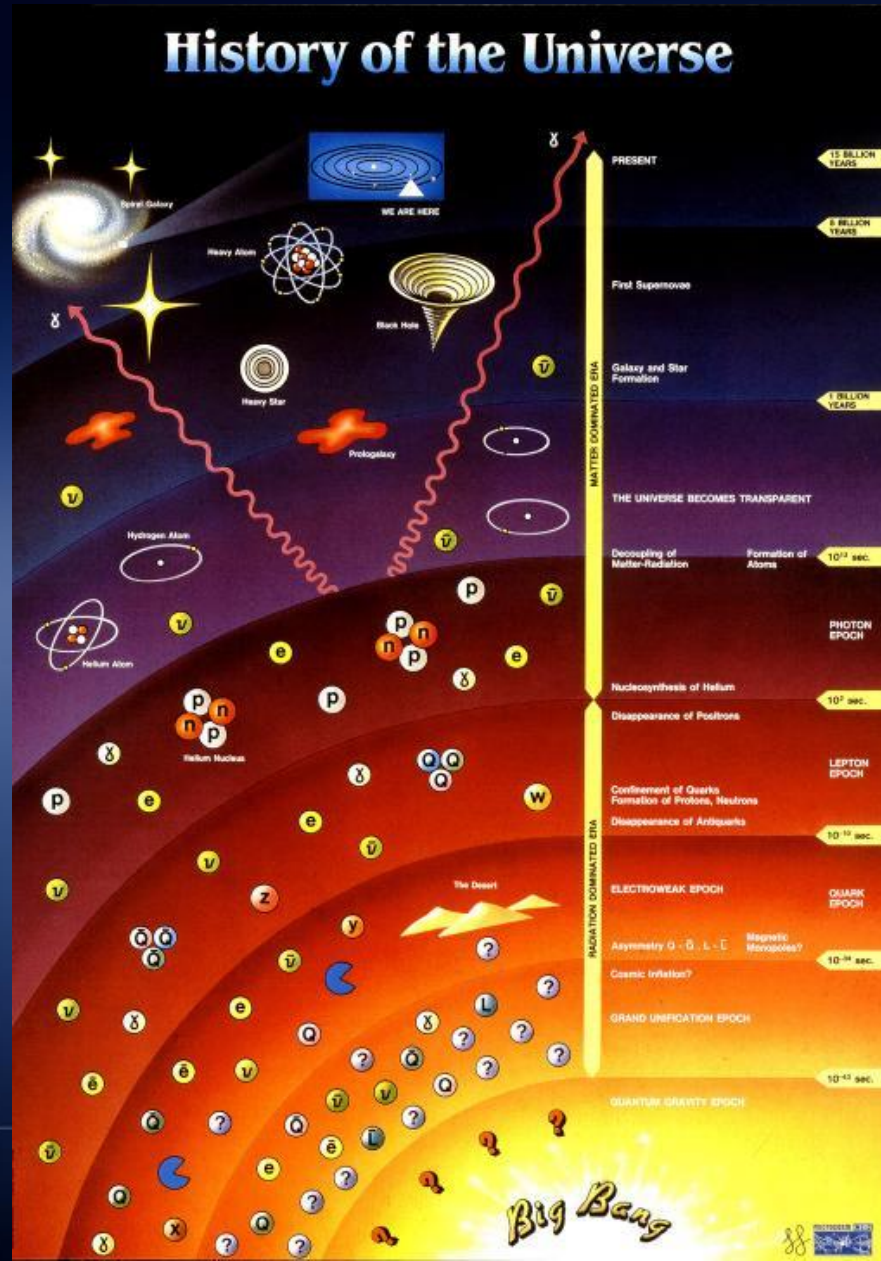
About CERN, Physics, and Innovation

ESADE Executive Management, October 13, 2017

Markus Nordberg (CERN)

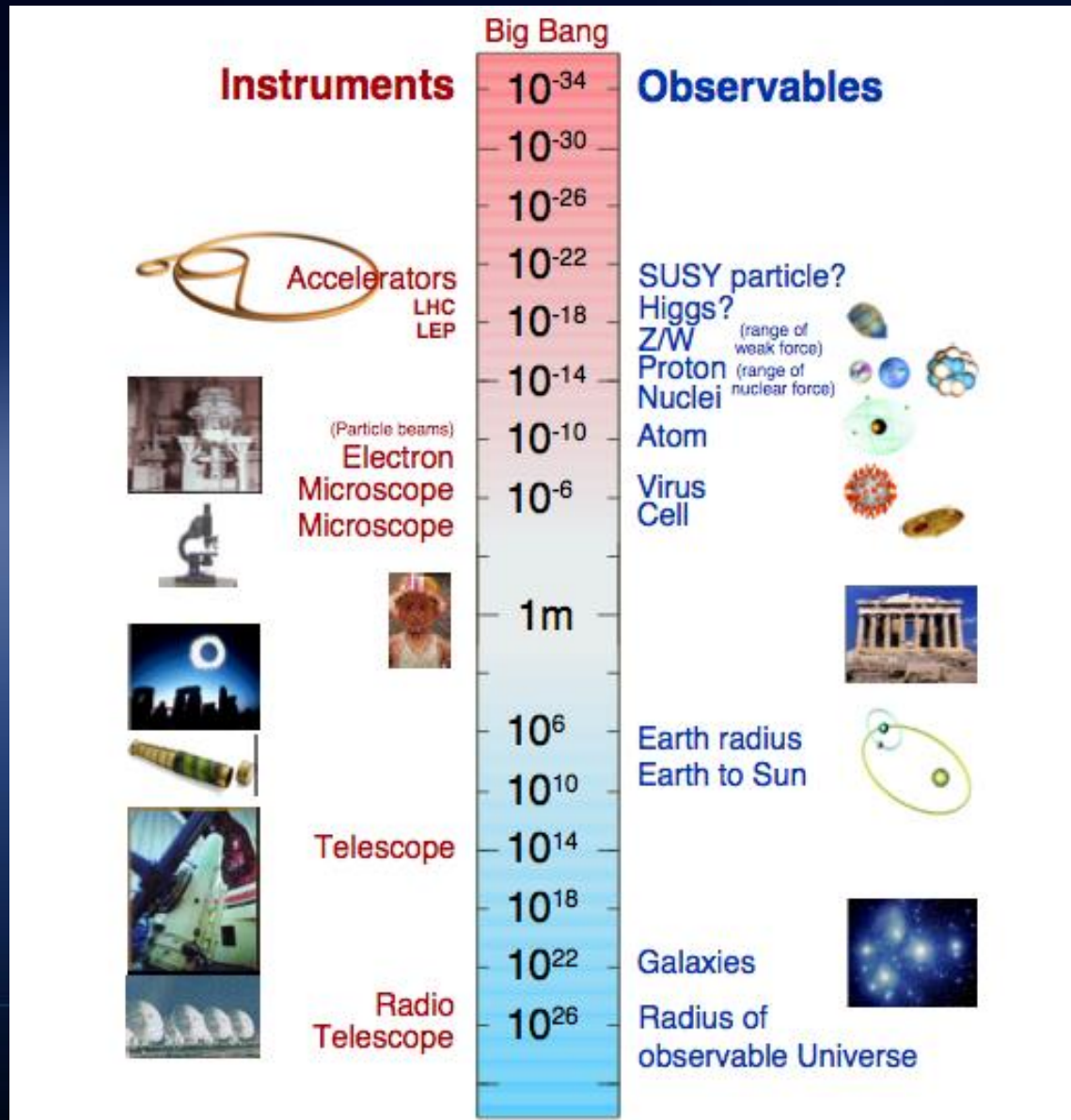


How does CERN Connect?

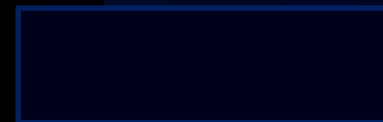
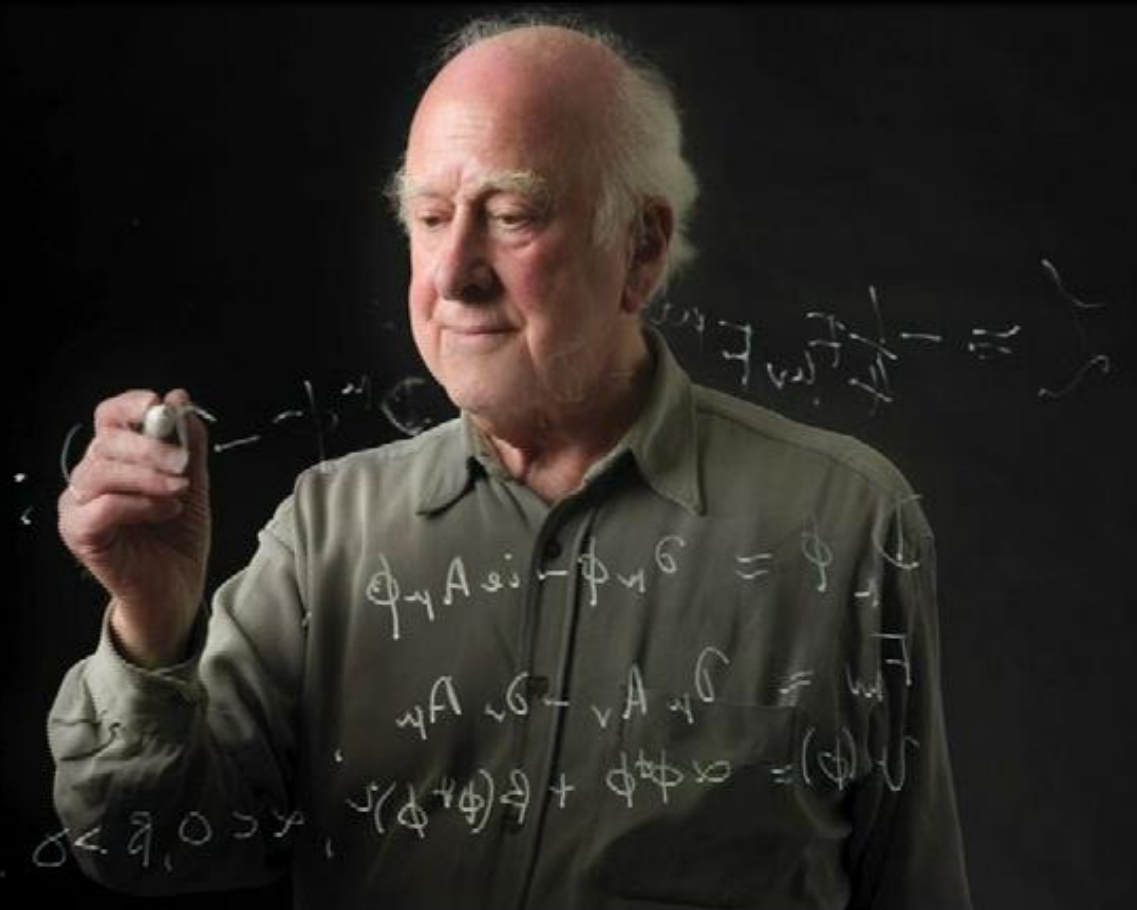


Size of things

How does CERN Measure?



Where do we start?

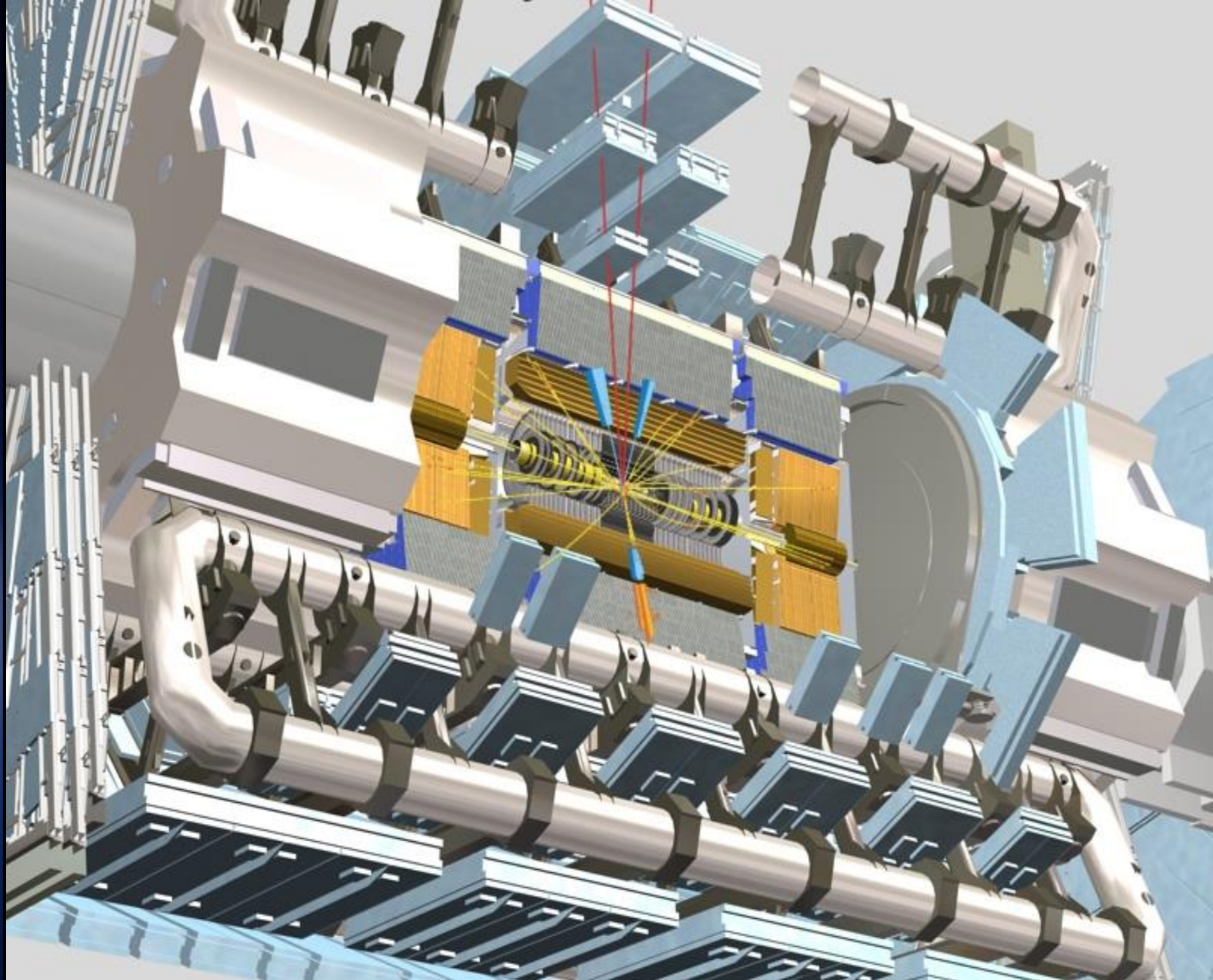


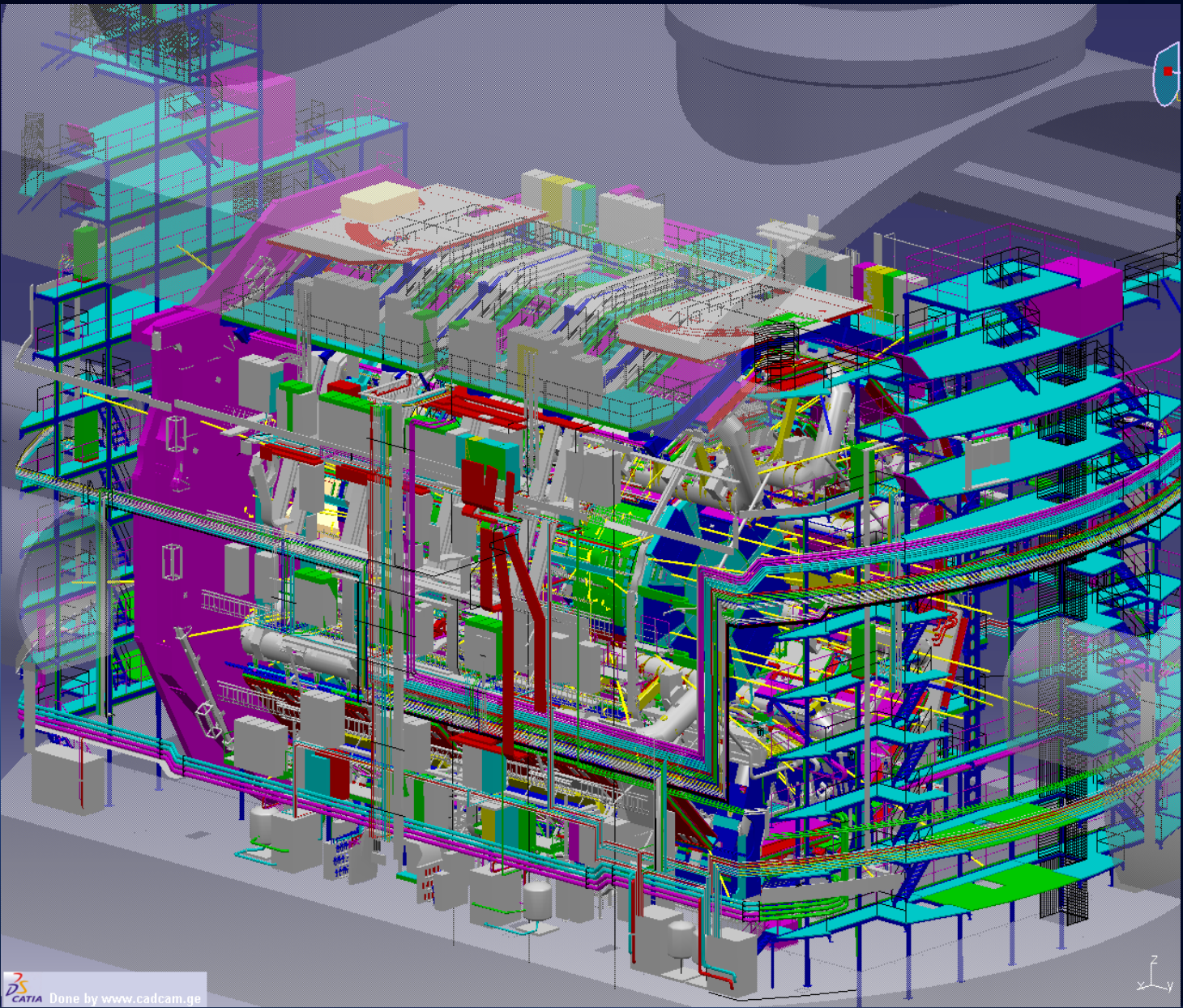


STORAGETEK

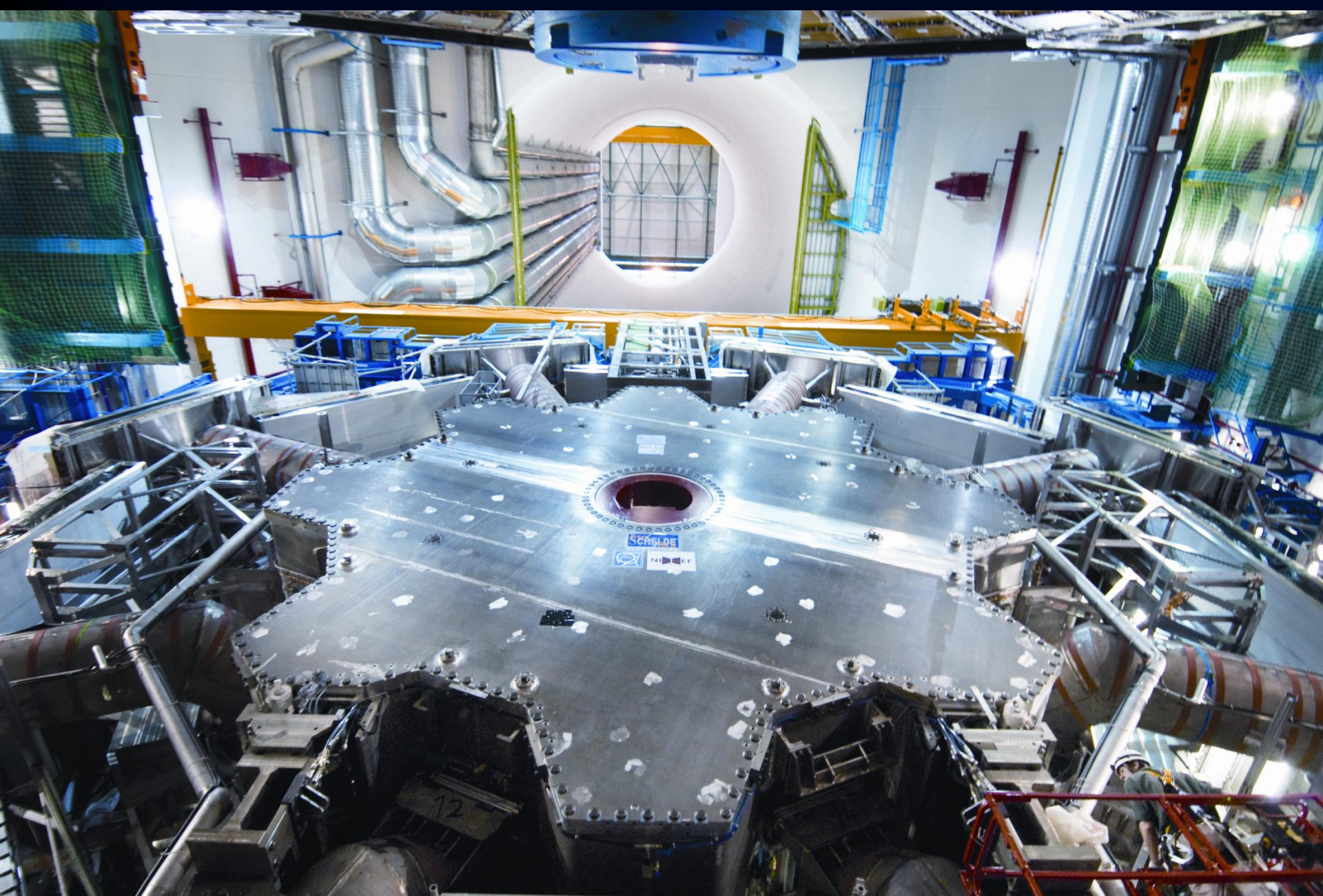
STORAGETEK

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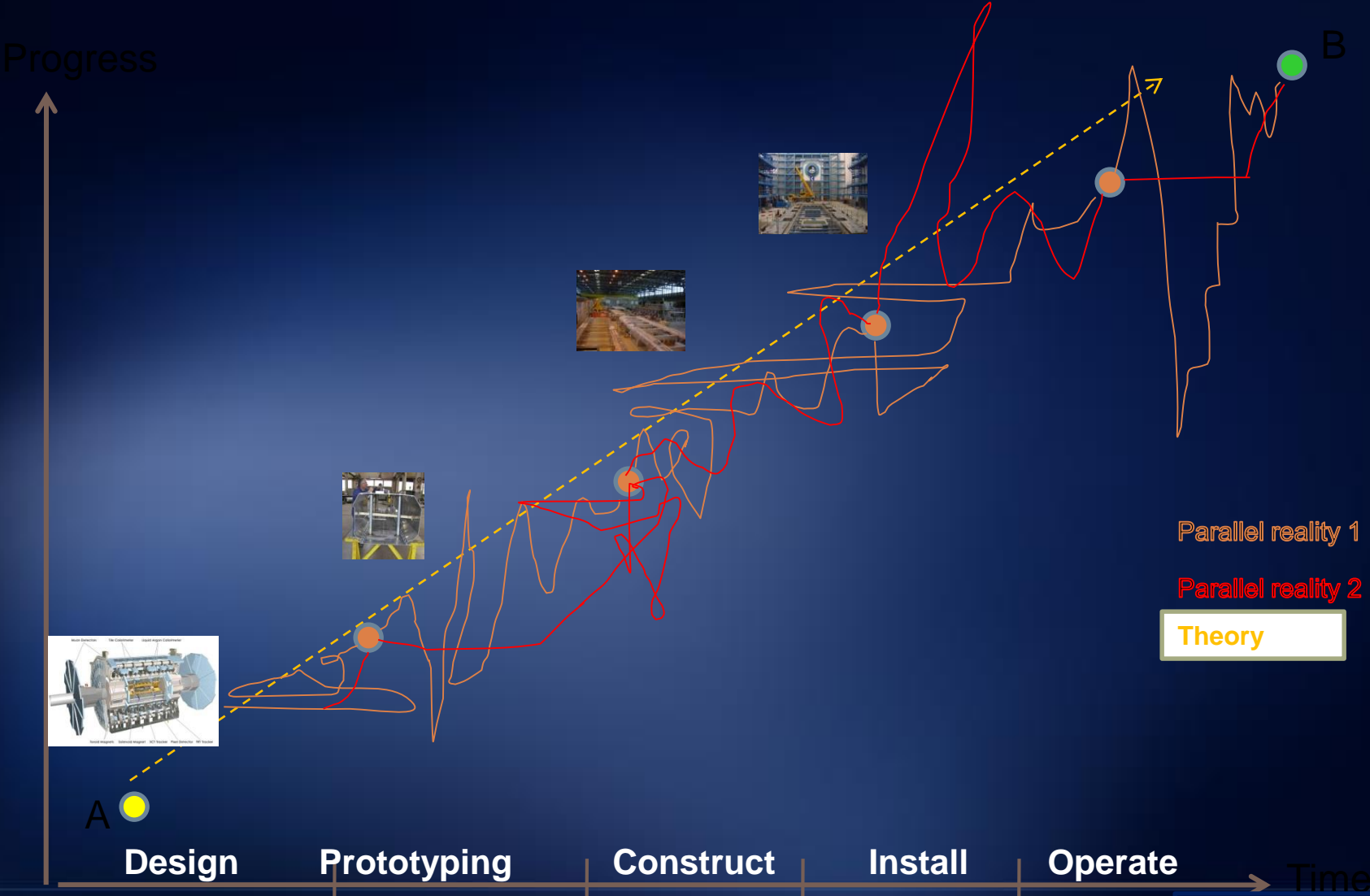




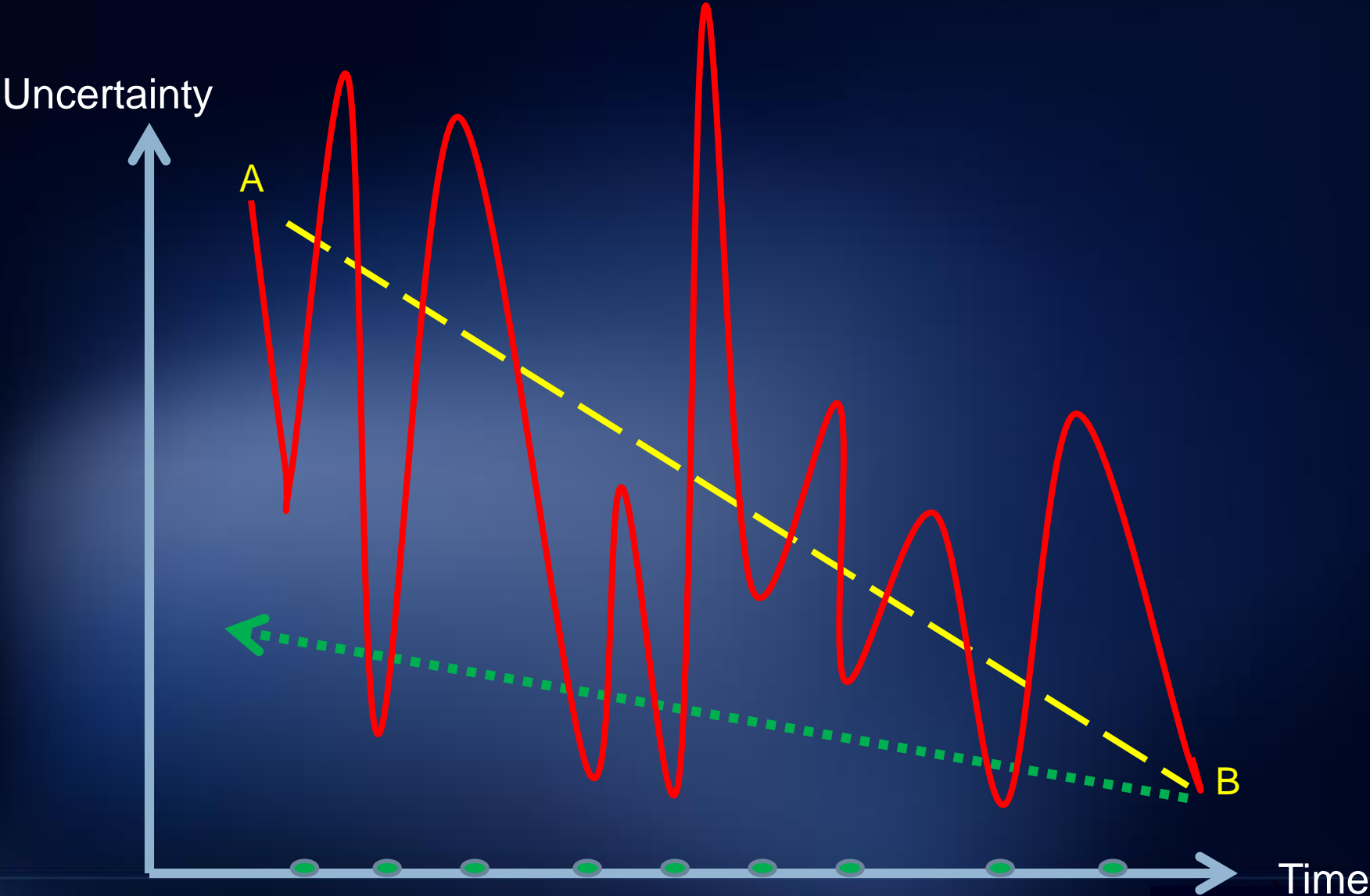
DS
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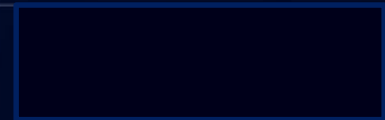
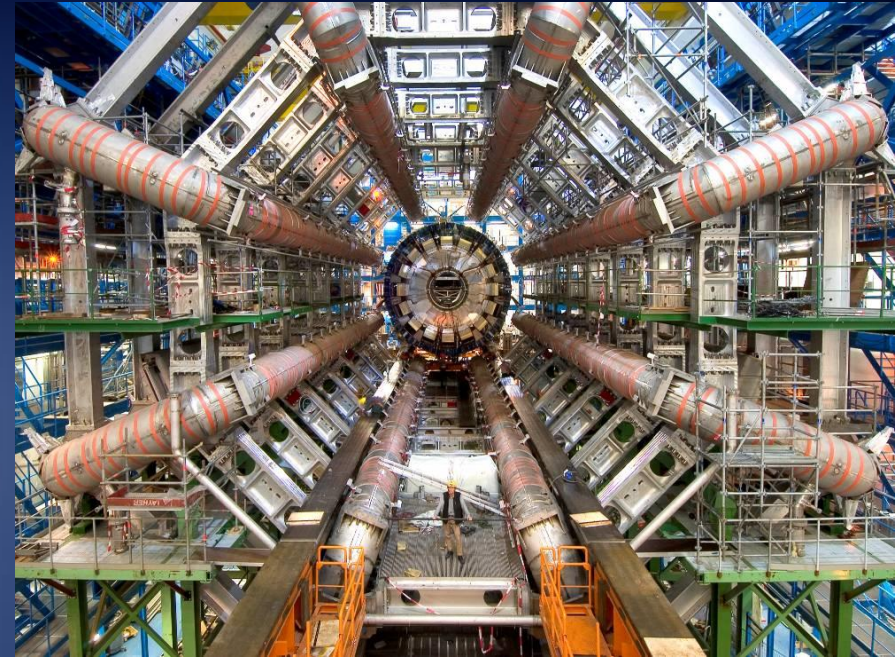
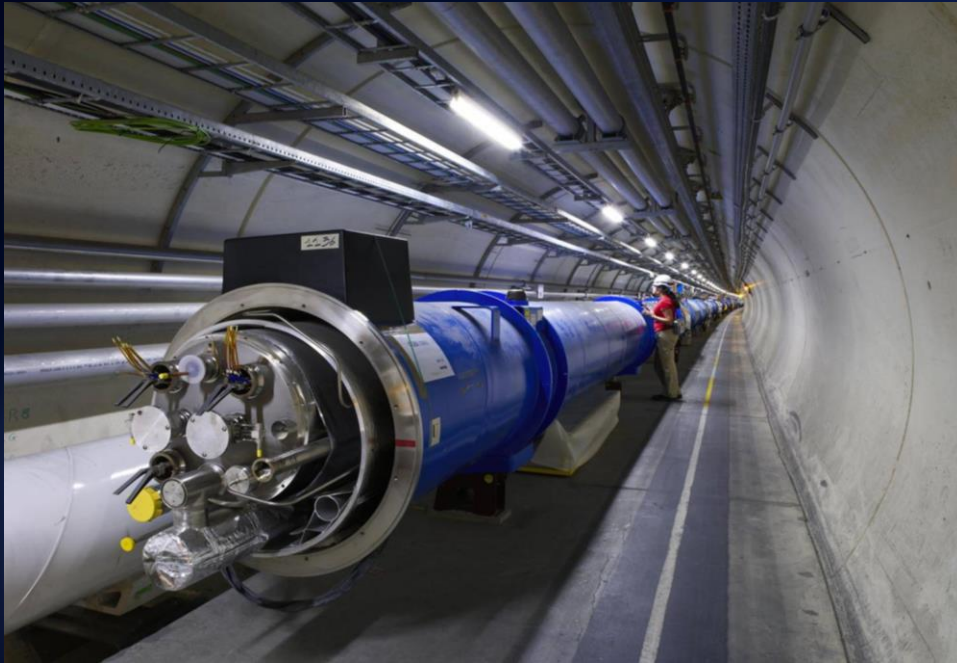
Implementing Strategy is Not Linear



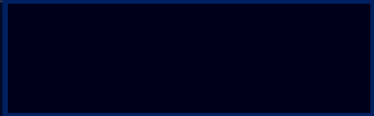
Absorbing vs. Reducing Uncertainty



Seeing the Micro needs the Macro (scopes)







CERN was founded 1954: 12 European States Today: 22 Member States

- ~ 2300 staff
- ~ 730 other paid personnel
- ~ 12 000 users
- Budget (2017) ~1000 MCHF

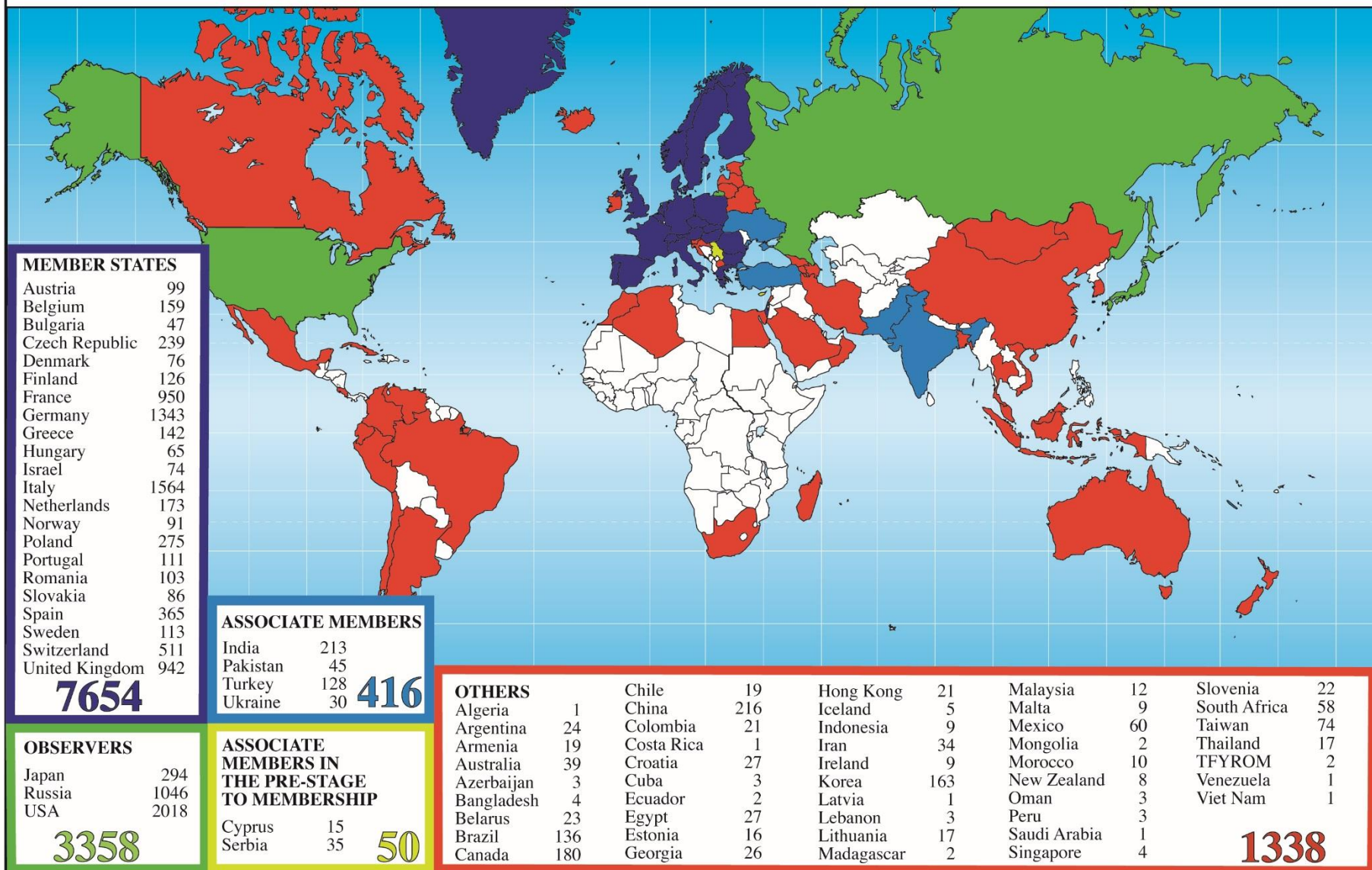
- **22 Member States:** Austria, Belgium, Bulgaria, the Czech Republic, Denmark, Finland, France, Germany, Greece, Hungary, Israel, Italy, Netherlands, Norway, Poland, Portugal, Romania, Slovakia, Spain, Sweden, Switzerland and the United Kingdom.
- **2 Candidate for Accession to Membership of CERN:** Cyprus, Serbia
- **8 Observers to Council:** India, Japan, the Russian Federation, the United States of America, Turkey, the European Commission and Unesco





A Global Reach

Distribution of All CERN Users by Location of Institute on 12 January 2017

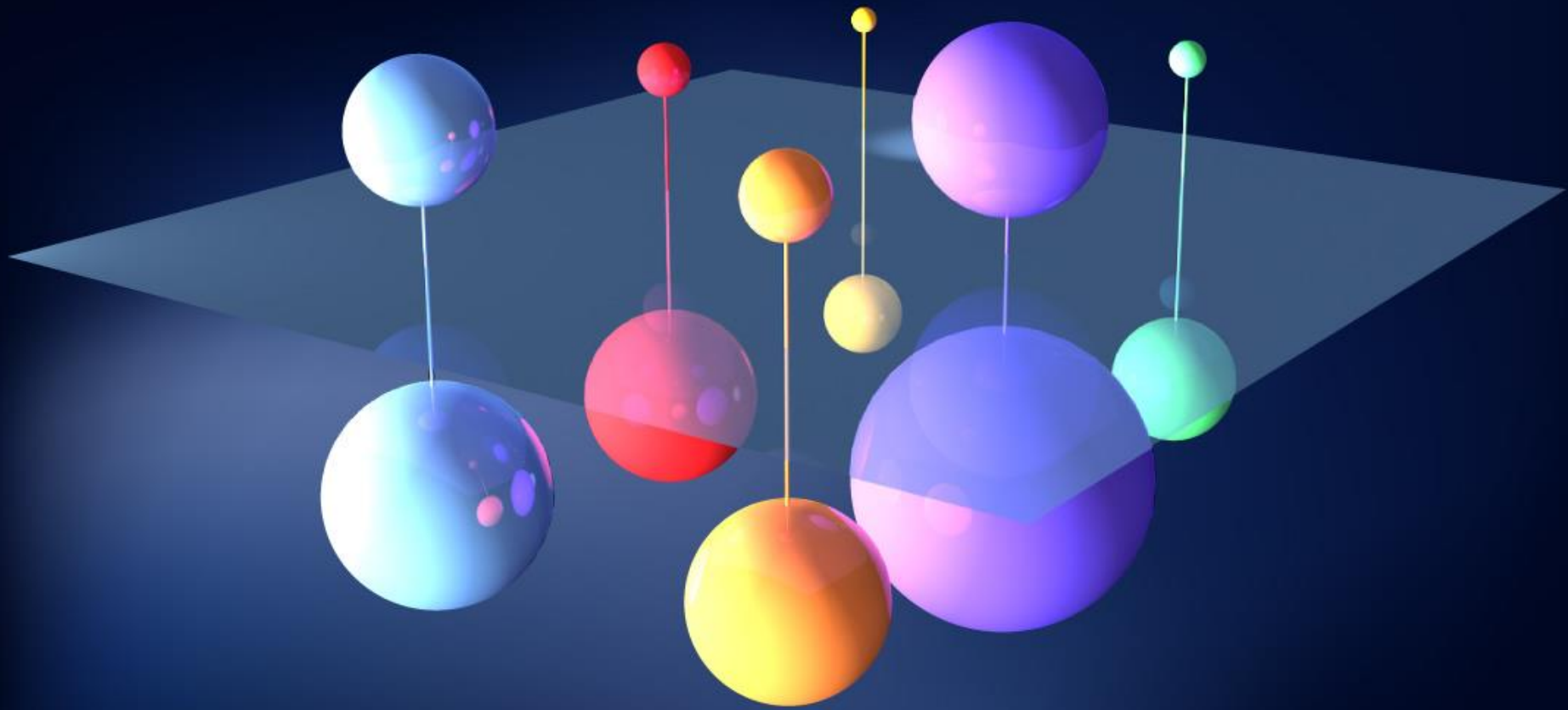


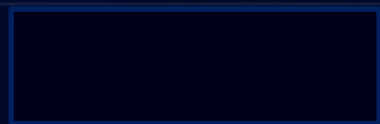
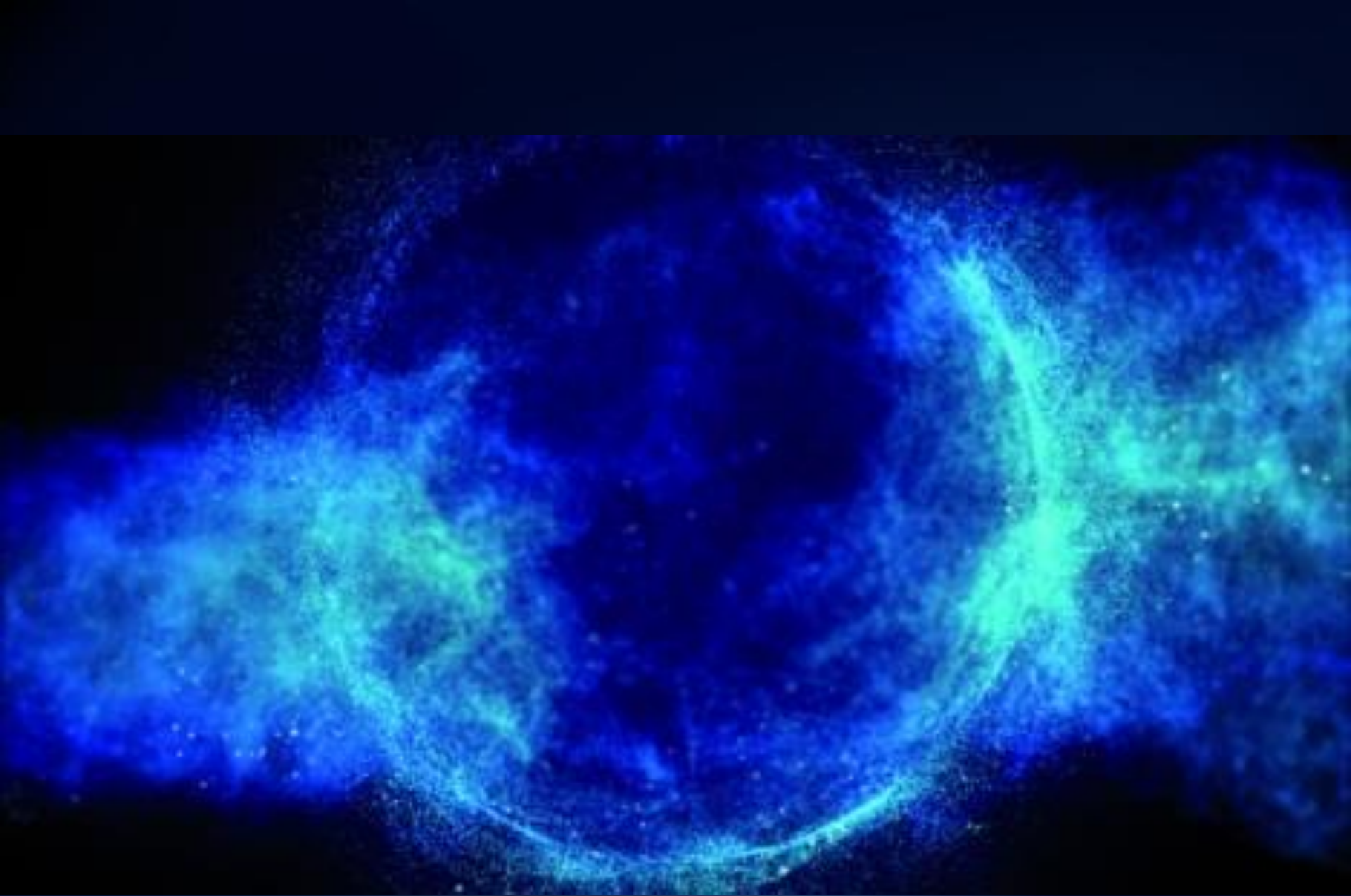
(How) Do We Manage This?

1. Vision
2. Commitment
3. Tolerance

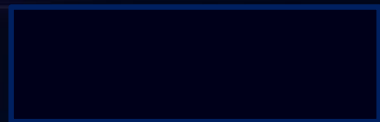
What is Wrong with this Picture?

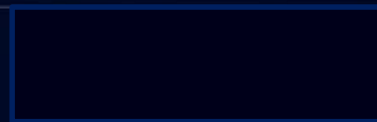
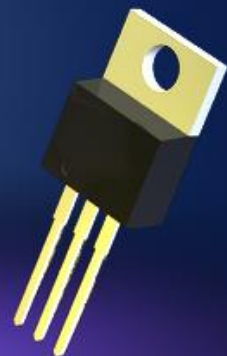














What do you see differently?