



## IEEE Toronto WIE Special Talk



**John W. Bandler** studied at Imperial College of Science and Technology and received the B.Sc.(Eng.), Ph.D., and D.Sc.(Eng.) degrees from the University of London, England, in 1963, 1967, and 1976, respectively. He joined McMaster University, Canada, in 1969. He is now a Professor Emeritus. He was President of Optimization Systems Associates

Inc. (OSA), which he founded in 1983, until 1997, when OSA was acquired by Hewlett-Packard Company.

Dr. Bandler is President of Bandler Corporation, which he founded in 1997.

He has published more than 470 technical papers, including contributions to books. He received the Automatic Radio Frequency Techniques Group (ARFTG) Automated Measurements Career Award in 1994. In 2004 he received the IEEE MTT-S Microwave Application Award “For application of optimization technology, design with tolerances and yield-driven design to microwave devices, circuits and systems.”

John introduced space mapping in 1994. From automotive crashworthiness to magnetic systems, his concept has been adopted by design portfolios across the entire spectrum of engineering, making possible the high-fidelity design of devices and systems at a cost of a few high-fidelity simulations. In 2012 he received the IEEE Canada A.G.L. McNaughton Gold Medal.

Active in artistic endeavors, John has written a novel, a screenplay, and several stage plays, three of which have been performed, one of which he directed himself in 2012.

### **ASPECTS OF PERSUASION: CONFIRMATION BIAS, FIRST IMPRESSIONS, AND SUBTEXT**

When delivering a speech, making a technical presentation, attending a job interview, appearing in front of examiners or judges, discussing new ideas with a colleague, or going to a meeting under unfamiliar circumstances, apprehension is normal. As well as the “impressions” you make, you are rightly concerned about being prepared, and about effectively harnessing your knowledge. There’s more. Once into any communication/persuasion event, subtext—an underlying and often distinct theme—and confirmation bias—the imperative to confirm rather than disconfirm a prior belief—come into play. Mastering first impressions and subtext and conquering confirmation bias may be keys to landing a job, getting promoted, being inducted into a prestigious society, making an effective presentation, having your work recognized by your peers, and more. Traps and hidden agendas include perceived respect, believability, conflicts of interest, even simple attribution of the contributions of others. You should be mindful of the subtext carried by your words, speech, and mannerisms.

This talk not only identifies certain subjective perceptions, but also suggests ways of controlling and/or correcting them. It is essential to be aware that others will make life-altering decisions about us, of which we may forever be unaware.

**Date and Time:** October 17<sup>th</sup>, 2012. 5:00pm-6:30pm

**Location:** University of Toronto, 184-200 College St., Toronto. FitzGerald Building (FG), Room FG103

**Webpage:** <http://toronto.ieee.ca/wie/>

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\*\* This is a free event; however attendees are required to register by October 16<sup>th</sup>, 2012. For registration please go to the event’s webpage.