



Conferencias Magistrales

El Doctorado en Ciencias de la Ingeniería del ITESO, Universidad Jesuita de Guadalajara, en colaboración con la Sección Guadalajara del IEEE, y el Capítulo México de la MTT-S, invitan cordialmente a la conferencia magistral:

FROM CREATIVITY TO SUCCESS VIA RISK AND SETBACK: AN INSIDER'S PERSPECTIVE

by Prof. John W. Bandler

SYNOPSIS

What promotes creativity, innovation, entrepreneurship? What portends failure? What leads to success? What roles are played by imagination, facilities, opportunity, leadership, naiveté, hindsight, IQ, charm, favors, money, packaging, branding, humility, aggressiveness, or perhaps simply good luck? It may seem surprising how much of one's recognition is attributable to the subjective perception of others. I illuminate my views on academia, creativity, risk, entrepreneurship, and personal and professional advancement with my understanding of confirmation bias, first impressions and subtext—issues that are essential to all human behavior and discourse. Minefields include ethics, over-exposure, secrets, confidentiality agreements, contracts, fear, envy, and more. Should you heed “experts” who see no future in your proposed endeavor? Should you take that well-trodden path and be instantly understood and accepted, or should you persist with your pioneering instinct even in the face of ridicule and rejection? Job interviews, auditions, performances, meetings, presentations—all forums for persuasion—are also fraught with traps and hidden agendas: respect, empathy, believability, conflicts of interest, plagiarism, politics, resentment, even the simple attribution of the contributions of others. I acknowledge inspiration by Richard Branson, Daniel Kahneman, Robert McKee, V.S. Ramachandran, and others. I draw on successes and failures in both my technical and non-technical domains—including space mapping and its cognitive and everyday analogies—and comment on some monumental corporate disasters.



John W. Bandler studied at Imperial College of Science and Technology, London, England, from 1960 to 1966. He received the B.Sc.(Eng.), Ph.D. and D.Sc.(Eng.) degrees from the University of London, London, England, in 1963, 1967 and 1976, respectively.

He joined McMaster University, Canada, in 1969. He is now a Professor Emeritus.

John founded Optimization Systems Associates Inc. in 1983 and sold it to Hewlett-Packard in 1997. He is President of Bandler Corporation.

He has published more than 480 technical papers. He is a Fellow of several societies, including the IEEE, the Royal Society of Canada and the Canadian Academy of Engineering.

In 1994, he introduced space mapping, a concept that has since 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 only a few high-fidelity simulations. Space mapping explains in common sense terms the mysterious “feel” that engineers have claimed as special to their engineering expertise.

As well as being an engineer, professor, innovator, researcher, and an author of technical papers, John is active in artistic endeavors. He has authored fiction and non-fiction, including a screenplay and nine stage plays. Three of his plays have been performed, one of which he directed himself. In 2012 he gave a rump session on “Human aspects of communication and persuasion: first impressions and subtext” at the IEEE MTT-S International Microwave Symposium; a video is available on IEEE.tv.

John received the 2004 IEEE MTT-S Microwave Application Award. In 2012, he received the Queen Elizabeth II Diamond Jubilee Medal and the 2012 IEEE Canada McNaughton Gold Medal, which honors “outstanding Canadian engineers recognized for their important contributions to the engineering profession.” In 2013, he received the IEEE MTT-S Microwave Career Award “For a career of leadership, meritorious achievement, creativity and outstanding technical contributions in the field of microwave theory and techniques.”

<http://www.sos.mcmaster.ca>

<http://www.bandler.com>

Viernes 13 de septiembre, 10:00 a 11:30 horas. ITESO, Auditorio W (Edificio W, Planta Baja).

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