

VIDEO followed by Q&A

“from creativity to success via risk and setback: an insider’s perspective”



John Bandler

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7:00 – 9:00 pm, Room ITB 137**

Information Technology Building
1280 Main Street West, Hamilton
All welcome. Admission is free.



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, and comment on some monumental corporate disasters.

John Bandler—professor, engineer, entrepreneur, artist, playwright, author of fiction and nonfiction—has written short stories, a novel, a screenplay, and nine stage plays. Three of his plays have been performed; one he directed himself—[That The Multitude May Live](#)—can be seen on [YouTube](#). He studied Electrical Engineering at Imperial College, London, England. He sold his company Optimization Systems Associates Inc. to Hewlett-Packard, and has published more than 480 technical papers. He is a professor emeritus at McMaster University, and president of [Bandler Corporation](#). He is a Fellow of several societies, including the IEEE, the Canadian Academy of Engineering, and the Royal Society of Canada. His honors include the IEEE Canada 2012 A.G.L. McNaughton Gold Medal, a Queen Elizabeth II Diamond Jubilee Medal, and—awarded for the first time to a Canadian—both the Microwave Application Award (2004) and the Microwave Career Award (2013) from the IEEE Microwave Theory and Techniques Society. His rump session talk on “Human aspects of communication and persuasion: first impressions and subtext” is available on the internet through [IEEE.tv](#).