



## AWARENESS, CREATIVITY, AND CEATIVE THINKING

John W. Bandler

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**6:45 – 9:00 PM**

**Room ITB A113B**

Information Technology Building  
1280 Main Street West, Hamilton

**Refreshments provided. Admission is free.**

**RSVP:** <https://meetings.vtools.ieee.org/m/28385>



### ABSTRACT

Me, you, us, them, confirmation bias, first impressions, and subtext. When delivering a speech, making a presentation, attending an interview, appearing in front of judges, discussing new ideas with a colleague, or going to a meeting under unfamiliar or perhaps extra-professional circumstances, apprehension is normal. Along with the “impressions” you make, you are rightly concerned about being prepared, appearing professional, 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.

Should you persist with your pioneering instinct even in the face of ridicule and rejection, or should you take the well-trodden path and be instantly understood and accepted. Can you face your detractors as well as your champions? What promotes your creativity, your innovation, your entrepreneurship? Can you afford to let yourself fail? What signals failure? During this talk I draw on successes and failures from both my technical and non-technical domains, and comment on some monumental individual, corporate and government lapses.

I gave this talk in 2014, in Newport Beach, CA, and in Tampa, FL, at the invitation of the IEEE MTT-S Women in Microwaves. Lively discussions followed, expanding upon the topics raised, comparing and contrasting viewpoints from a male/female perspective, academic/industry perspective and/or any other viewpoint the attendees wanted to share.

**John W. Bandler** studied Electrical Engineering 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. Professor, engineer, entrepreneur, artist, playwright, author of fiction and nonfiction, John has written short stories, a novel, a screenplay, and nine stage plays. Four of his plays have been performed; one he directed himself—[\*That The Multitude May Live\*](#)—can be seen on [YouTube](#). He sold his company Optimization Systems Associates Inc. to Hewlett-Packard, and has published more than 490 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. In 2014, he received McMaster University’s Faculty of Engineering Research Achievement Award. His 2012 rump session presentation on “Human aspects of communication and persuasion: first impressions and subtext” is available on the internet through [IEEE.tv](#). His 2013 talk “From creativity to success via risk and setback: an insider’s perspective” is available through [McMasterUTV](#). In 2014, he spoke at [TEDx McMaster U](#) on “Explain less, predict more.”

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