

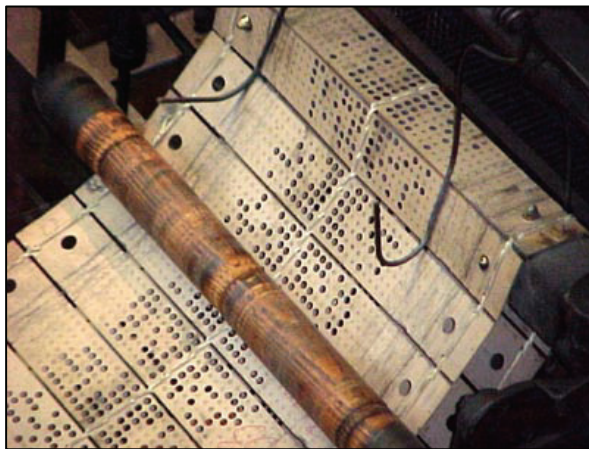
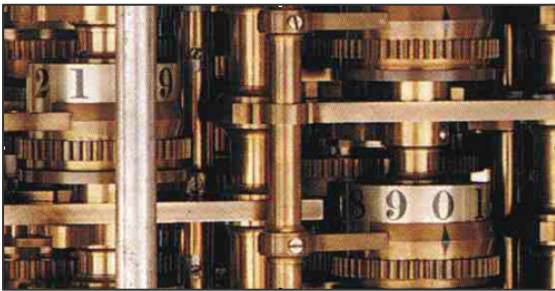


NATHAN ZELDES

Thinker, Speaker, Problem Solver.

Nine lessons in Innovation

From the History of Computing



Innovation Management, with a fascinating twist

In the modern business world Innovation is crucial, yet we don't always know how to nurture it – and we often pay the price. This fast-paced lecture uses examples from the fascinating history of computing in the past 2000 years to illustrate, from an original angle, central lessons for enabling Innovation in ourselves and among those we manage.

As an avid researcher of computing history, and a key player in Intel's IT Innovation and Research group, Nathan Zeldes brings a unique point of view to this subject. He examines selected chapters from the lives of luminaries such as Pascal, Babbage, Turing, and Von Neumann; and shows why some of them succeeded while others failed to realize their innovative vision. In so doing, he teaches his audience key insights about driving innovation successfully.

During the lecture will be unveiled some of the real stories hiding behind the official versions: the hardships, the intrigue, the politics and the quarrels; and above it all, the determination and wisdom of the people who strove to give the world the technologies that had enabled the computer age as we know it today. We will learn:

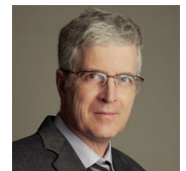
- Why we didn't know the ancient Greeks were hardware whizzes.
- How a PR failure delayed the computer's arrival by a century.
- How assertive management of the Enigma project won the war.
- The importance of free knowledge flow between organizations.

Target audience: managers and/or technologists.

Duration: 45 minutes (30 min. version available).

About the speaker

Nathan Zeldes is a globally recognized thought leader in the search for improved knowledge worker productivity. After a 26 year career as a manager and principal engineer at Intel Corporation, he now helps organizations solve core problems at the intersection of technology and human behavior.



For more information, and an exhibition of his personal collection of historical computing artifacts, see www.nathanzeldes.com.