



NATHAN ZELDES

Thinker, Speaker, Problem Solver.

Lectures List

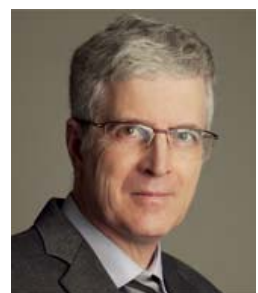
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Contents

- ❖ Information Overload: problem and solutions 2
- ❖ Nine Lessons in Innovation from the History of Computing..... 2
- ❖ Battle Diary of an Intra-organizational Entrepreneur 2
- ❖ Alan Turing: the man who dreamed of thinking machines..... 3
- ❖ Technological Leadership: how to nurture a professional career path 3
- ❖ All Megabytes are Not Created Equal: a different take on the value of information 3
- ❖ From the Turk to the Singularity: intelligent machines and the future of humanity 4
- ❖ From Pebbles to Microchips: innovation, ideas and inventors in computing history 4
- ❖ Facebook Readiness: optimal adoption of social media in the enterprise 4
- ❖ The Social Internet: social networks and YOU 5
- ❖ The Marvels and Challenges of the Microelectronics Industry 5

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 to solve core problems at the intersection of technology and human behavior. His experience includes initiating and leading corporate programs in the domains of Information Technology, Internet applications, Innovation Management, Remote and Distributed work, Knowledge Management, and Academic Relations.



A key component in Nathan’s work is mitigating the problem of email and information overload which is harming the productivity and quality of life of knowledge workers everywhere. He had identified the problem 18 years ago, and since then he’s developed and deployed original solutions at Intel and other companies, and has founded the Information Overload Research Group, which he chairs.

Nathan loves to teach, and has been delivering fascinating lectures to varied audiences for over thirty years. His professional work is accessible at <http://www.nathanzeldes.com>.

❖ **Information Overload: problem and solutions**

Information Overload has become a problem that is costing knowledge-intensive organizations tens to hundreds of millions of dollars a year, and loses the average knowledge worker about eight hours each week. The problem consists of email overload and the endless interruptions from cell phones, Blackberries, SMS, incoming email, IM and more, fragmenting thinking and focus and resulting in marked reductions in creativity, quality, process effectiveness and quality of life.

This lecture examines the problem and its causes, and surveys the innovative solutions developed at companies that have positioned themselves as leaders in this field. These range from personal coping strategies, through novel software tools, to far reaching changes in organizational culture. The lecture will give attendees the insights and awareness that will enable them to lead the application of such solutions in their own organization, as well as tips and ideas to apply to the improvement of their own personal effectiveness.

Target audience: Managers and knowledge workers in organizations of every kind.

Lecture duration: One hour.

❖ **Nine Lessons in Innovation from the History of Computing**

In the modern business world Innovation is a critical ingredient, and yet we don't always know how to foster it – often to our cost. This lecture uses examples from the fascinating history of computer hardware in the past two millennia to illustrate, from an original angle, central lessons for enabling Innovation in ourselves and in our organization.

To that end we will examine selected chapters from the lives of luminaries such as Pascal, Babbage, Turing, Von Neumann and others; and will try to understand why some of them succeeded while others failed to realize the vision that led them to implement groundbreaking computing technology. In so doing, we will attain key insights of significance to driving successful innovation at both the individual and organizational scope.

Target audience: Managers and knowledge workers in organizations of every kind.

Lecture duration: 45 minutes (an abridged 30 minute version is also available).

❖ **Battle Diary of an Intra-organizational Entrepreneur**

Originally commissioned for a course for student-entrepreneurs at Tel Aviv university, this unusual lecture takes the audience on a deeply personal voyage through Nathan's career as a perennial change agent driving radical new ideas from the inside in a number of large organizations.

The lecture provides insightful guidance on how to be an internal entrepreneur, succeed at it and survive – even flourish – to tell the tale. It generalizes principles and best practices from numerous fascinating “war stories”, teaching the audience how to recruit support for unconventional ideas, how to deal with opposition, how to secure funding, how to empower an entrepreneurial spirit in one's group, and how to navigate one's career for long term success in this mode.

Target audience: MBA students, aspiring entrepreneurs, and interested corporate audiences.

Lecture duration: 1:30 hours.

❖ **Alan Turing: the man who dreamed of thinking machines**

In a tragically short life Alan Turing had laid the foundations for today's Computer Science. His inquisitive mind gave us breakthroughs in computability, artificial intelligence, computer design and programming – all before computers have come to exist; and his code-breaking work on the German Enigma played a key role in securing the outcome of WWII. Even more fascinating, his philosophical contributions to our understanding of the mind as a conscious computer had revolutionized philosophy to an extent similar to that of Charles Darwin's work.

Nathan Zeldes is a passionate student of computer history, and as curator of the Alan Turing Year exhibition at the Jerusalem Science Museum he was in a unique position to study Turing's work and legacy. This lecture draws on this study, and on a deep admiration for the misunderstood genius who taught us that we should look at the computer and see the reflection of our mind. The lecture surveys Turing's life and contributions to science, technology, and the philosophy of mind. These achievements are contrasted with the tragic persecution and death that had finally cut them short.

Target audience: Hi-tech employees and general educated audiences.

Lecture duration: One hour.

❖ **Technological Leadership: how to nurture a professional career path**

Every organization has a career ladder for managers; few also have one for those professionals who don't have the desire (or the aptitude) to manage people. The outcome is that engineers feel compelled to switch to managerial roles in order to advance; the organization thus loses excellent engineers and converts them into frustrated mediocre managers. The lack of a focus on developing technical leaders can undermine the self-image of many engineers, damage the professional excellence of the entire engineering group, and ultimately impact a technological company's competitive advantage.

The lecture presents the issues, needs and solutions related to nurturing a professional career path in a hi-tech environment, drawing on the speaker's rich experience as a senior engineer who had led the successful implementation of this concept in a group of thousands of employees at Intel corporation. In parallel, it outlines the significance of the Engineering profession and clarifies how engineers can take personal responsibility for improving their abilities to the benefit of themselves and their company.

Target audience: Managers, HR professionals and engineers in technology-based organizations.

Lecture duration: One hour.

❖ **All Megabytes are Not Created Equal: a different take on the value of information**

The usual discussion of information flow alternates between "Knowledge is power, the more the better", and "Help! We're drowning in Information Overload!" – and often, absurdly, both at once. What is missing in this rather shallow conversation is attention to the fact that the same batch of information can be of completely different value to different people, to different organizations, and even to the same person at different times, places and circumstances.

In this lecture Nathan Zeldes, a veteran Knowledge Work expert, takes an original look at this subject. He reviews all the ways in which the value of information to its creators and consumers can be assessed, looking at criteria like usage model, connectivity, redundancy, searchability, cultural context, and more. He explains why there definitely is a thing like too much information, end points out what organizations should do to optimize their information and IT strategies to maximize user value and thereby the bottom line.

Target audience: Managers, knowledge workers and information scientists.

Lecture duration: 45 minutes (an abridged 30 minute version is also available).

❖ **From the Turk to the Singularity:** intelligent machines and the future of humanity

The concept of intelligent machines has fascinated people for centuries, but it was the arrival of the computer that made it relevant to our lives. The full philosophical significance of the computer / brain analogy is only beginning to dawn on us, yet computer power grows exponentially and is projected to exceed the collective brainpower of humanity in a few decades. The concept of the resulting “Technological Singularity” poses dramatic questions for the future of humankind, placing visions of man/machine integration, extreme lifespan extension, and the emergence of super-intelligence within the scope of serious, if speculative, scientific thought.

This lecture surveys the development of intelligent machines from the automatons of the 18th century through Alan Turing’s ground breaking work in the 20th to the present day; discusses progress in man/machine interfaces; and presents the concept of the Singularity with its astounding ramifications for the near and far future.

Target audience: Hi-tech employees and general educated audiences.

Lecture duration: One hour.

❖ **From Pebbles to Microchips:** innovation, ideas and inventors in computing history

Combining his expertise in information technology and his passion for the history of computing, Nathan takes his audience on a kaleidoscopic journey from ancient Babylon to the present day, examining groundbreaking ideas, technologies, and the men and women who made them a reality.

What adds to this lecture’s fascination is that it exposes the “dark side” that the official histories often hide: the hardships, the intrigue, the politics, the quarrels – and, triumphing nevertheless, the innovators’ unrelenting drive to give the world machines that can relieve humans of the drudgery of computation.

Target audience: Technologists, managers, and general educated audiences (the lecture can be adapted to the specific audience and the goals of the target organization).

Lecture duration: 1:15 hours (an abridged 60 minute version is also available).

❖ **Facebook Readiness:** optimal adoption of social media in the enterprise

The penetration of social media into the workplace combines a huge potential for improving work effectiveness with a variety of risks. Realizing the potential while controlling the risk is a challenge that is keeping awake at night many managers who are concerned that the arrival of tools like Facebook and Twitter – which is inevitable in the era of “Gen Y” employees – may undermine the existing order. Nathan Zeldes, one of the pioneers of Internet adoption at Intel, presents a different, optimistic vision of proactive integration of the new media under an intelligently defined use policy.

The lecture will examine the challenges and solutions involved in allowing social networking in the workplace, in light of the lessons of the past and an understanding of the brave new world in which veteran managers will need to embrace new tools, empower a new generation of employees, and avoid mistakes that may undermine the promise of the socially networked organization.

Target audience: Managers in knowledge-intensive organizations.

Lecture duration: One hour.

❖ **The Social Internet: social networks and YOU**

Social Networks are all the rage these days with the younger generation, but most of the rest of us have yet to grasp the incredible opportunities they represent for personal benefit, enrichment and plain fun.

In this fascinating lecture Nathan Zeldes, the visionary who personally drove Internet adoption at Intel, explains the phenomenon of Online Social Networks, introduces the most important ones, and shows his audience how they might each personally engage in this exuberant medium and apply it to their hobbies, leisure, personal development, and interaction with their family and friends around the planet. If you thought Twitter is for the birds, Facebook is for children, and blogging is something you'd never enjoy doing, this is your opportunity to at least know what you're missing – and possibly join the most revolutionary change in human culture since the arrival of the printing press.

Target audience: General audiences with high school education or higher.

Lecture duration: 1:30 hours.

❖ **The Marvels and Challenges of the Microelectronics Industry**

Having played a personal part in Intel's expansion from a small struggling company to a world leader in a dominant technology, Nathan is well positioned to share his personal perspective on what makes the VLSI industry such a strange and unique phenomenon, forever rushing forward under the edict of Moore's Law and the impact of fierce competition.

In this lecture he provides an introduction to the underlying principles of the incredible technology that fits billions of components on a tiny sliver of Silicon, in a manner accessible to any educated layperson; and then outlines the forces that shape the industry's breakneck evolution, covering technology, marketing and business causes. A wealth of case studies and personal views gives this seemingly cold subject an unexpected richness.

Target audience: Hi-tech employees and general educated audiences.

Lecture duration: One hour.