NATHAN ZELDES
Thinker, Speaker, Problem Solver.

Lectures List

April 2019

Contents

Information Overload: problem and solutions 2

Empowering Innovation: a personal perspective 2

Alan Turing: the man who dreamed of thinking machines 3

AI and Computing at the bleeding edge 3

Technological Leadership: how to nurture a professional career path 4

From Pebbles to Microchips: innovation, ideas and inventors in computing history 4

All Megabytes are Not Created Equal: a different take on the value of information 5

Nine Lessons in Innovation from the History of Computing 5

From the Turk to the Singularity: intelligent machines and the future of humanity 6

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 23 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; incessant interruptions from smartphones, incoming email, WhatsApp, and other channels; and addictive checking of Social Media. All these fragment thinking and focus and result 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.

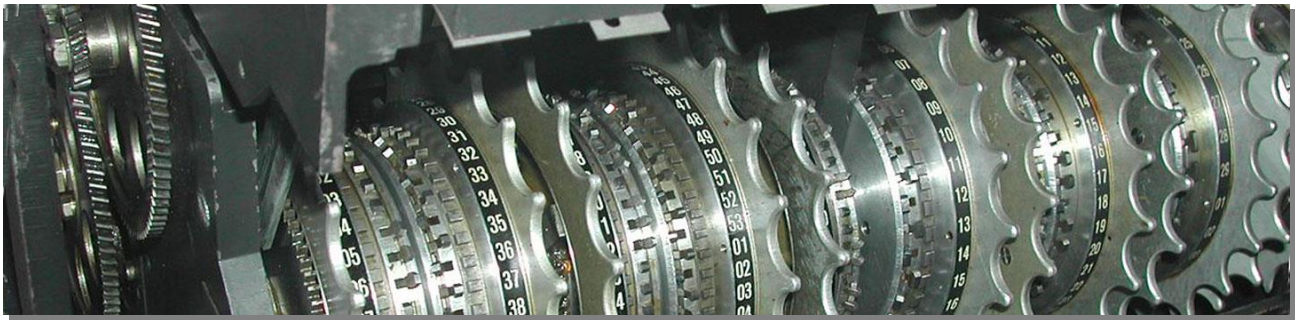
Empowering Innovation: a personal perspective

This unusual lecture relies on action, observation and lessons from Nathan's 30-year career as a serial change agent who had driven novel ideas in a number of large organizations. It examines the roadblocks thwarting the introduction of a culture of innovation in large organizations, and outlines ways to overcome them.

The lecture provides practical insights regarding how employees can transform into internal entrepreneurs – "Intrapreneurs" – and survive to tell the tale; and how managers can harness their subordinates to drive innovation and out-of-the-box thinking without threatening the organization's stability. It presents exciting "war stories" from many companies and generalizes them to show actionable principles that the audience can apply in the field.

Target audience: Managers and employees in large organizations, academics and MBA students.

Lecture duration: One hour.



Alan Turing: the man who dreamed of thinking machines

In his tragically short life Alan Turing's inquisitive mind gave us breakthroughs in computability, artificial intelligence and computer design, and laid the foundations for Computer Science – 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 comparable 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 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 contributions to science, technology, and the philosophy of mind. These are contrasted with the tragic persecution that had finally cut them short.

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

Lecture duration: One hour.

AI and Computing at the bleeding edge

We live at a time of explosive technological progress. Exciting new technologies are rapidly morphing from Science Fiction into fact, and are transforming business, politics, and our everyday life.

This lecture surveys the origins, present and future of key new domains that are at the forefront of this wave of change: Artificial Intelligence, Big Data, Internet of Things, Neural Networks, and more; explains their implications for human society; and places them in the context of our evolving relationship with our technological creation, from days past to the technological singularity that many forecast for the near future.

Target audience: Managers 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.

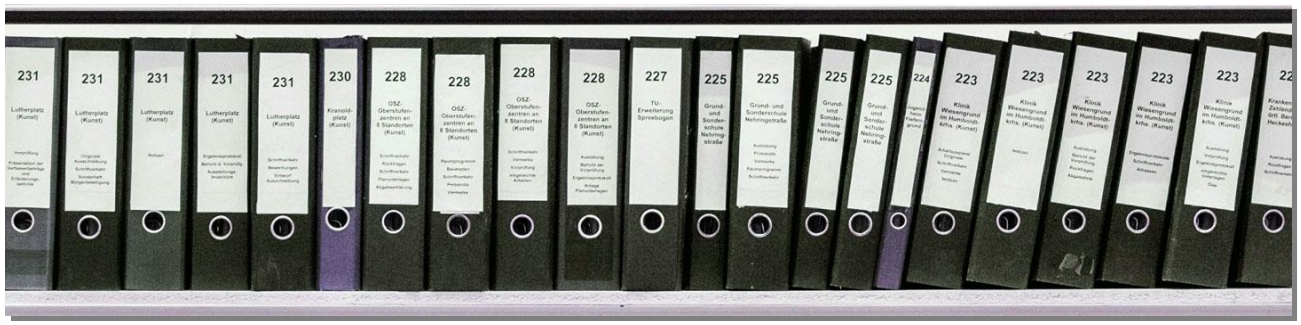
From Pebbles to Microchips: innovation, ideas and inventors in computing history

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).



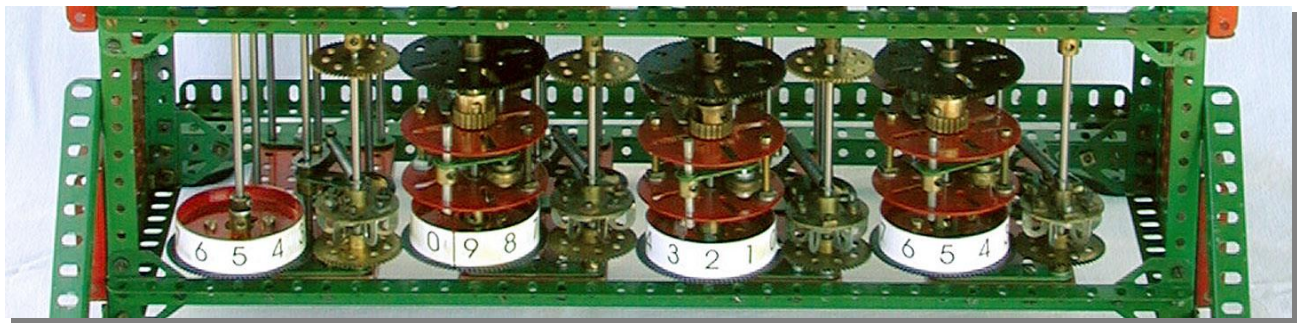
All Megabytes are Not Created Equal: a different take on the value of information

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, librarians and information scientists.

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



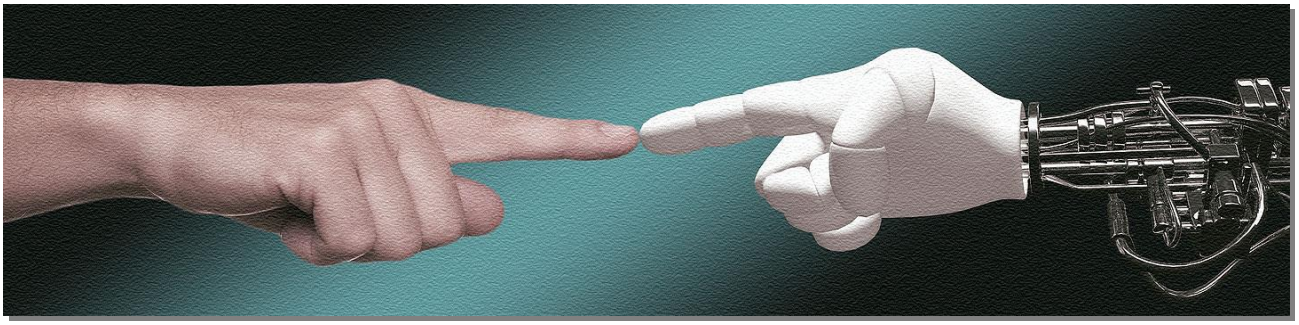
Nine Lessons in Innovation from the History of Computing

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).



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 future.

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

Lecture duration: One hour.