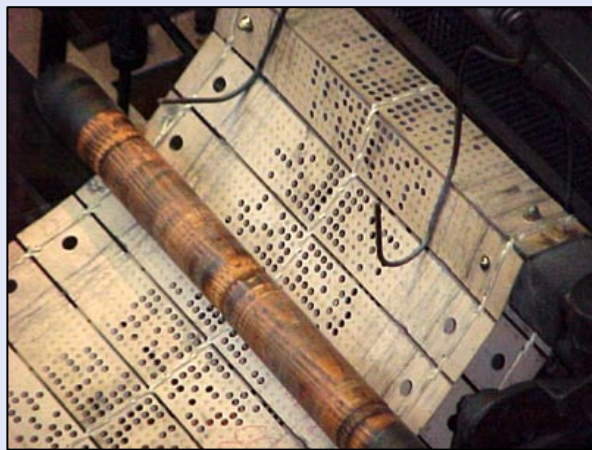
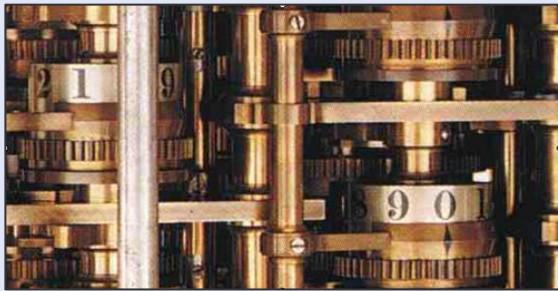


Nine lessons in Innovation

From the History of Computing



Nathan Zeldes nathan@nzeldes.com <http://www.nzeldes.com>

Innovation Management, from a fascinating new angle

In the modern business world Innovation is crucial, yet we don't always know how to nurture it – and we often pay the price. In this lecture we'll use examples from the fascinating history of computing in the past 2000 years to illustrate key lessons in innovation development, in ourselves and in our organizations.

To this end we'll examine many wonderful devices, mechanical and electronic, invented by thinkers like Pascal, Babbage, Turing, Von Neumann and more; and try to understand why some succeeded and others failed in realizing their innovative vision.

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 in an organization.

Target audience: managers and/or technologists.

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

About the speaker

Nathan Zeldes is a physicist turned into a thought leader in the improvement of knowledge worker productivity. After a long career as a manager and engineer at Intel, 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 <http://www.nzeldes.com>.