

TED^x McMaster U

x = independently organized TED event

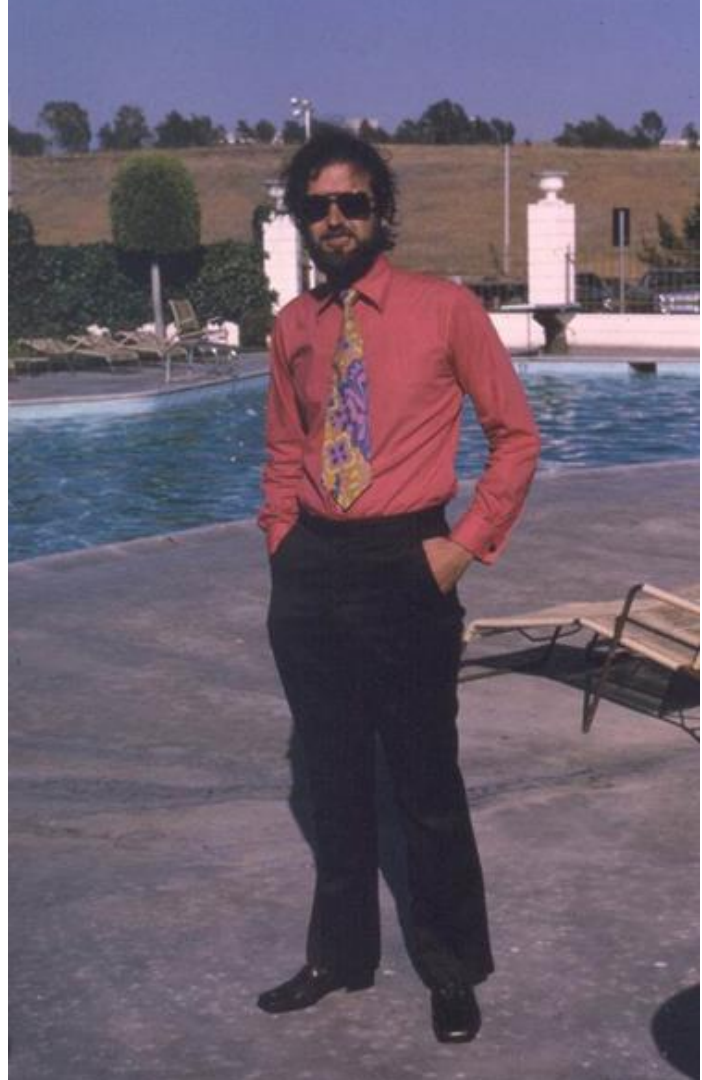


SCIENCE
MEDIA LAB

EXPLAIN LESS?



**1968: “You
couldn’t
interest me
in anything.”**

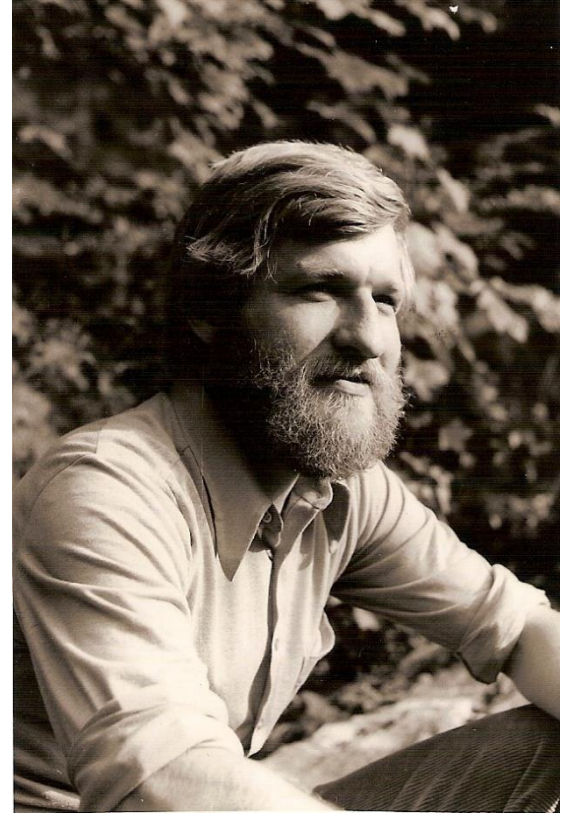








Kaj Madsen



Hans Schjaer-Jacobsen

Was I Prepared?

Aware?

Creative?

Predictive?

Hurricane Katrina Threatens New Orleans

**millions must have watched cars
streaming out of town days before
August 29, 2005**

Not Everyone In New Orleans Owns A Car



—www.snopes.com/katrina/photos/buses.as

Barack Obama's “Data Jam/Think Tank”



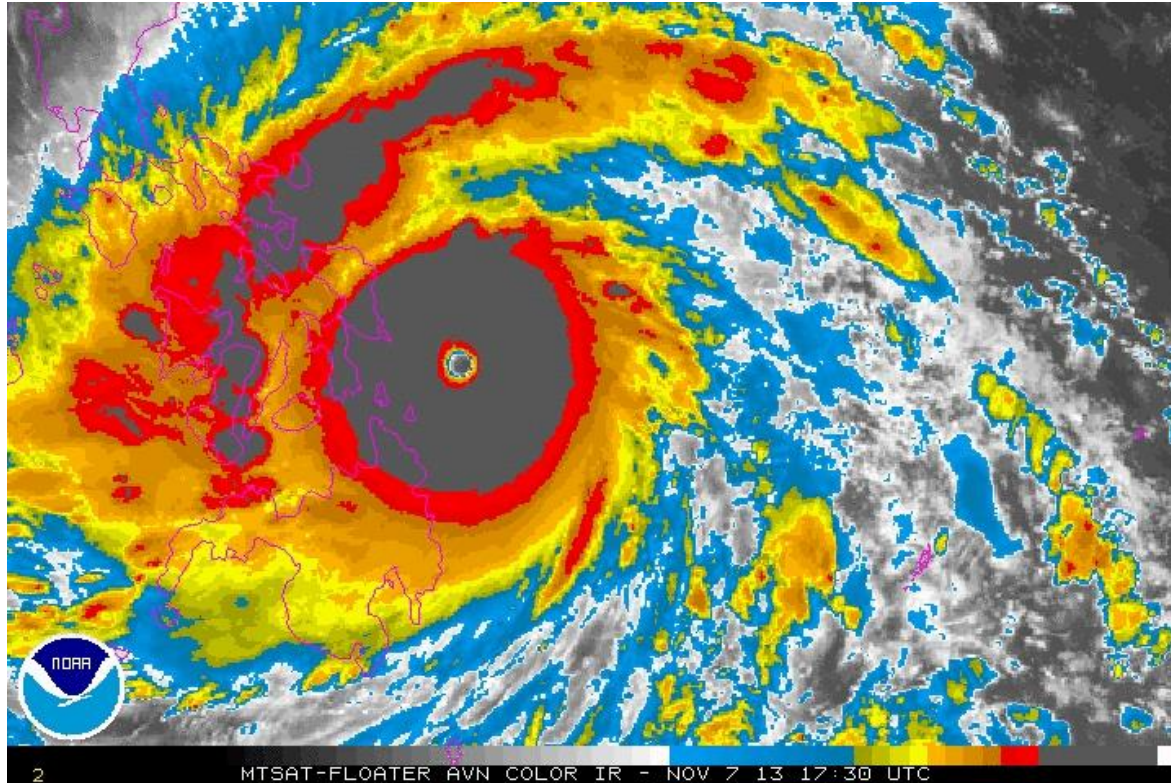
“to develop solutions that can save lives”

—<http://www.whitehouse.gov/blog/2013/09/03/innovating-improve-disaster-response-and-recovery>

Improving Disaster Response

“ . . . the White House Office of Science and Technology Policy (OSTP) and the Federal Emergency Management Agency (FEMA) jointly challenged a group of over 80 top innovators from around the country to come up with ways to improve disaster response and recovery efforts.” (August 2013)

Haiyan Threatens The Philippines



—http://www.ospo.noaa.gov/data/history/Haiyan/20131107_1057Z-1730Z/avn-animated.gif

Will You Or Won't You?

you push a button

you say “go”

your team is airborne

So, will you or won't you?

Will You Or Won't You?

you push a button

you say “go”

your team is airborne

It seems you won't.

Is This Obama Online Enrolling In Healthcare Insurance?



Is This Obama Online Enrolling In Healthcare Insurance?



unlikely: he already has an insurance plan

“We Screwed It Up”

“Since I’m in charge, obviously, we screwed it up.”

—Barack Obama, December 20, 2013

“**We** Screwed It Up”

“Since **I’m** in charge, obviously, **we** screwed it up.”

—Barack Obama, December 20, 2013

Get Into Their Shoes

What are your facilitators or the gatekeepers of your opportunity thinking/feeling right now?

Think Hollywood, Man

Hollywood loves underdogs

Google's "Vision"

"Innovation never comes from the established institutions."

—Eric Schmidt, CEO, Google, 2012

Google's "Vision"

“Innovation never comes from the established institutions. **It's always a graduate student, or a crazy person, or somebody with a great vision.**”

—Eric Schmidt, CEO, Google, 2012

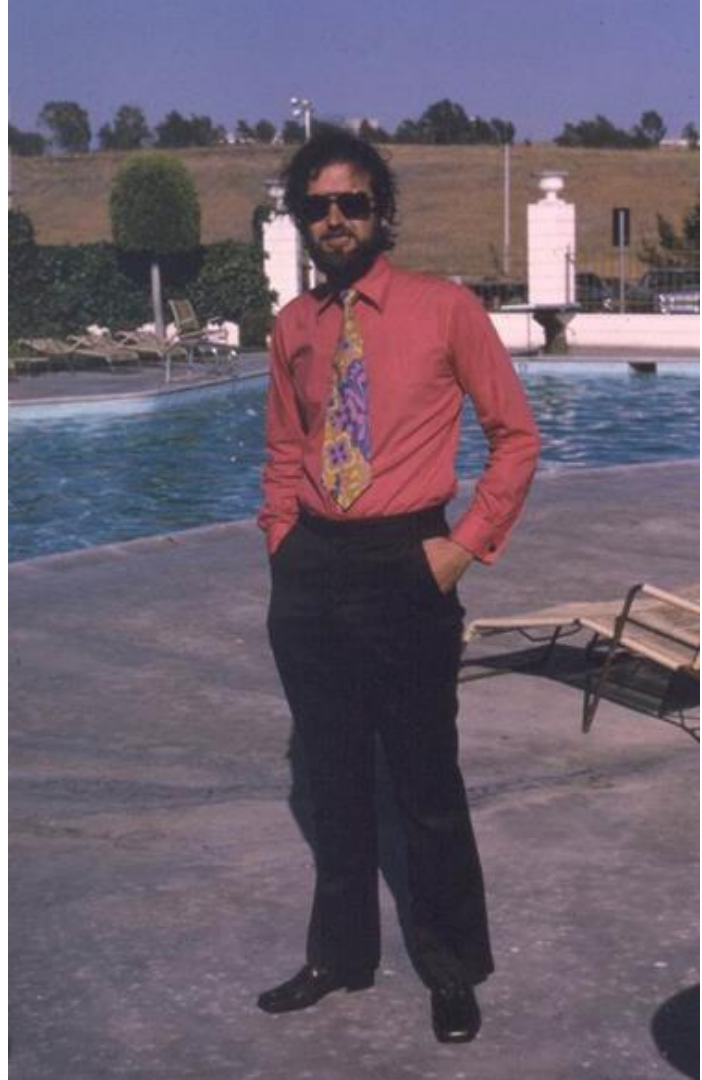
Let's Explain Everything

“If we make up an ad hoc hypothesis for every new case . . . then we shall never go beyond the present position where we can explain everything and predict nothing.”—H.J. Eysenck, ca. 1960s

Are We Bug-Free?

totally
absolutely
guaranteed

**1968: “You
couldn’t
interest me
in anything.”**



Opportunity Of A Lifetime

“This story is a manifestation of one of the most fascinating features of science and research, namely the productive force of critique. Not only had Reviewer A challenged us tremendously and improved our work. As it turned out, he and Kaj became life long research partners . . .”

—Hans Schjaer-Jacobsen, 2010



Kaj Madsen

Technical University of Denmark

Cherish Your Setbacks

**they're part of your to-do-list for
your next round of preparation**

PREDICT MORE

