

Awareness, Authenticity, Authority

John Bandler

Major & Planned Giving Retreat
McMaster University
Hamilton, Ontario
August 23, 2017

Wikipedia Pages

[John Bandler](#)

[Space Mapping](#)

[Optimization Systems](#)

[Associates](#)

FEAR

Combating Fear

of performance, of publication
of conflict, of disruption
of guilt, of shame
of inferiority
of failure, of success

Combating Fear

of performance, of publication
of conflict, of disruption
of guilt, of shame
of inferiority
of failure, of success
of competition

Combating Fear

of performance, of publication
of conflict, of disruption
of guilt, of shame
of inferiority
of failure, of success
of publicity!

“Vulnerability is the birthplace of innovation, creativity and change.”

—Brené Brown, Listening to shame, TED.com, 2012



<http://brenebrown.com/>



“fail fast”

—Katty Kay and Claire Shipman,
The Confidence Code, 2014, p. 138



<http://thedianerehmsshow.org/shows/2014-04-17/katty-kay-and-claire-shipman-confidence-code>

Bandler, 2015

“flattery and praise are as lethal as sugar”

—Katty Kay and Claire Shipman,
The Confidence Code, 2014, p. 133



<http://thedianerehmsshow.org/shows/2014-04-17/katty-kay-and-claire-shipman-confidence-code>

Bandler, 2015

Ed Catmull, President

Walt Disney and Pixar Animation Studios

“Unleashing creativity requires that we loosen the controls, accept risk, trust our colleagues, work to clear the path for them, and pay attention to anything that creates fear.”



—*Creativity, Inc.*, 2014, p. 295.

http://en.wikipedia.org/wiki/Edwin_Catmull#mediaviewer/File:VES_Awards_89_cropped.jpg

FEAR

THE FEARFUL ENTREPRENEUR

You And Your Budget

Are your **business** hotels more **expensive** than your vacation hotels?

Do you take **taxis** only on business?

Do you ever pay for a “**business lunch**” out of your own pocket?

Do you over-eat/over-drink **on someone else's tab**?

if your pocket feels no pain,
if your brain feels no risk

you may be a psychopath

you're not an entrepreneur

FEAR

THE FEARFUL EXPERT

BEWARE OF EXPERTS, TEACHERS, GURUS, AND PEERS

Beware Of Experts, Teachers, Gurus, And Peers

who see no future in your creative endeavor

who nudge you back to the well-trodden path

who insist that you must be understood to be accepted

who ridicule or reject you

who say that your chance of success is nil

who wall you out with secrets

Beware Of Experts, Teachers, Gurus, And Peers

who see no future in your creative endeavor

who nudge you back to the well-trodden path

who insist that you must be understood to be accepted

who ridicule or reject you

who say that your chance of success is nil

who wall you out with secrets

who cheat you with false praise

FEAR

THE FEARFUL FUNDRAISER

indulges in blitzkrieg spam

sidelines “poor” prospects

delivers one-sided pitches

fawns over deep pockets

suppresses the truth

indulges in blitzkrieg spam

sidelines “poor” prospects

delivers one-sided pitches

fawns over deep pockets

suppresses **setbacks**

CHANGE

EXPERTS RESIST CHANGE

Me Too! I Was Wrong...

...about my peers (1960s)

I thought they had my best interests at heart

...about computer engineering (1970s)

I thought we should stick with EE

...about personal computers (1980s)

I thought they were toys

Beware Of “New” Ideas

Beware Of “New” Ideas

that are

instantly understood
instantly acclaimed
instantly “awesome”

**MASTERING
SUBTEXT**

Once Into A Persuasion Event . . .

subtext comes into play . . .

subtext:

**an underlying,
often distinct theme
with traps and hidden agendas**

US Senator George Mitchell

“The notion of poisoning your own people, I think, is something that is repulsive to everyone.”

**—George Mitchell, CNN,
December 13, 2012**

US Senator George Mitchell

**“The notion of poisoning
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something that is repulsive to
everyone.”**

**—George Mitchell, CNN,
December 13, 2012**

US Senator George Mitchell

“The notion of poisoning **your own** people, I think, is something that is repulsive to everyone.”

—George Mitchell, CNN,
December 13, 2012

George Mitchell's Subtext?

subtext: it is sometimes essential, I think, to poison people other than your own

“We Got Him”

PETER BERGEN: Did torture lead to bin Laden?

Silence.

BARACK OBAMA: You know (*pause*) I (*pause*) do not believe (*pause*) that torture (*pause*) was (*pause*) the key to us getting bin Laden . . . You can't argue counterfactuals . . . What ended up being absolutely critical is hard to (*pause*) disentangle.”

—CNN, May 6, 2016

“The Aspiring Novelist Who Became Obama’s Foreign-Policy Guru”

“Like Obama, [Ben] Rhodes is a storyteller who uses a writer’s tools to advance an agenda that is packaged as politics but is often quite personal.”

—David Samuels,
The New York Times Magazine,
May 5, 2016

PERSUASION

The Art Of Persuasion

“A story persuades because you have to admit both the positive and the negative.”

—Robert McKee



Photo: John Bandler

“Elevate” **Your Work!** By Distancing Previous Work (even your own)

for previous work:

admit the “few good” **attributes**

list the “major bad” **attributes**



“Elevate” Your Friends!
By Embracing Their Work
(even your own)

for your friends’ work:

admit the “few bad” **attributes**

list the “major good” **attributes**

**ENHANCING
YOUR
AUTHORITY**

Your Optimal Stance

if the screen is **center stage**

stand **downstage right**

in front of all barriers

Placing TV Talking Heads

the host

Las Vegas
5:06 PM PT

the friend

the foe



BREAKING NEWS

UNDERCOVER VIDEO HAS DEM OPERATIVE FIRED, ANOTHER RESIGNS

LIVE

CNN

Placing TV Talking Heads

the host

the foe



BREAKING NEWS

TRUMP DELAYS "MAJOR NEWS CONFERENCE" ON BUSINESS EMPIRE

CNN

5:10 PM PT

AC360°

**ENHANCING
ENGAGEMENT +
AUTHENTICITY**

Your Optimal Actions

walk **towards** the audience

engage through arms
outstretched, palms up

ask the audience **questions**

SOME ARTISTIC INITIATIVES



Photo: John Bandler



The Trial of Naomi Verne

by John Bandler

Brenna Rae MacNaughton

Andrea Adcock Genevieve Jack Steve O'Brien

directed by Tom Mackan

The Hamilton Fringe Festival, July 17-27, 2014,

www.bandler.com/coalition

John Bandler's Jahzara's Triangle

pitched on YouTube by Genevieve Jack as Candy Quill



John Bandler's "From Creativity To Success Via Risk And Setback: An Insider's Perspective"

McMasterUTV, 2013



John Bandler's
Christmas Eve
at the **Julibee Motel**
Directed by Tom Mackan

Aimee Kessler Evans
James Thomas



Photo: John Bandler

Image Design: Paulina Rzeczowska

The Hamilton Fringe Festival, July 14-24, 2016
www.bandler.com/julibee

THE THREE MINUTE PITCH

Welcome To The Inaugural IMS2017 Three Minute Thesis (3MT®) Competition

John Bandler and Erin Kiley

Honolulu, HI, Monday, June 5, 2017



Co-Organizers/Co-Chairs



Photo: Beth Bandler

Photo: John Bandler

John Bandler

Erin Kiley

The 3MT® Requirements

3-minute (**or less**) oral presentation

one static PowerPoint slide



You Have 3 Minutes...

...to present years of complex research

...to kindle excitement and curiosity

...to make “them” want to hear more





The Inaugural IMS2017 Three Minute Thesis (3MT®) Competition



2017 INTERNATIONAL MICROWAVE SYMPOSIUM
4 – 9 JUNE 2017 HONOLULU, HAWAII



Microwave Holography: The Future of Medical Imaging (TH1H)

Daniel Tajik

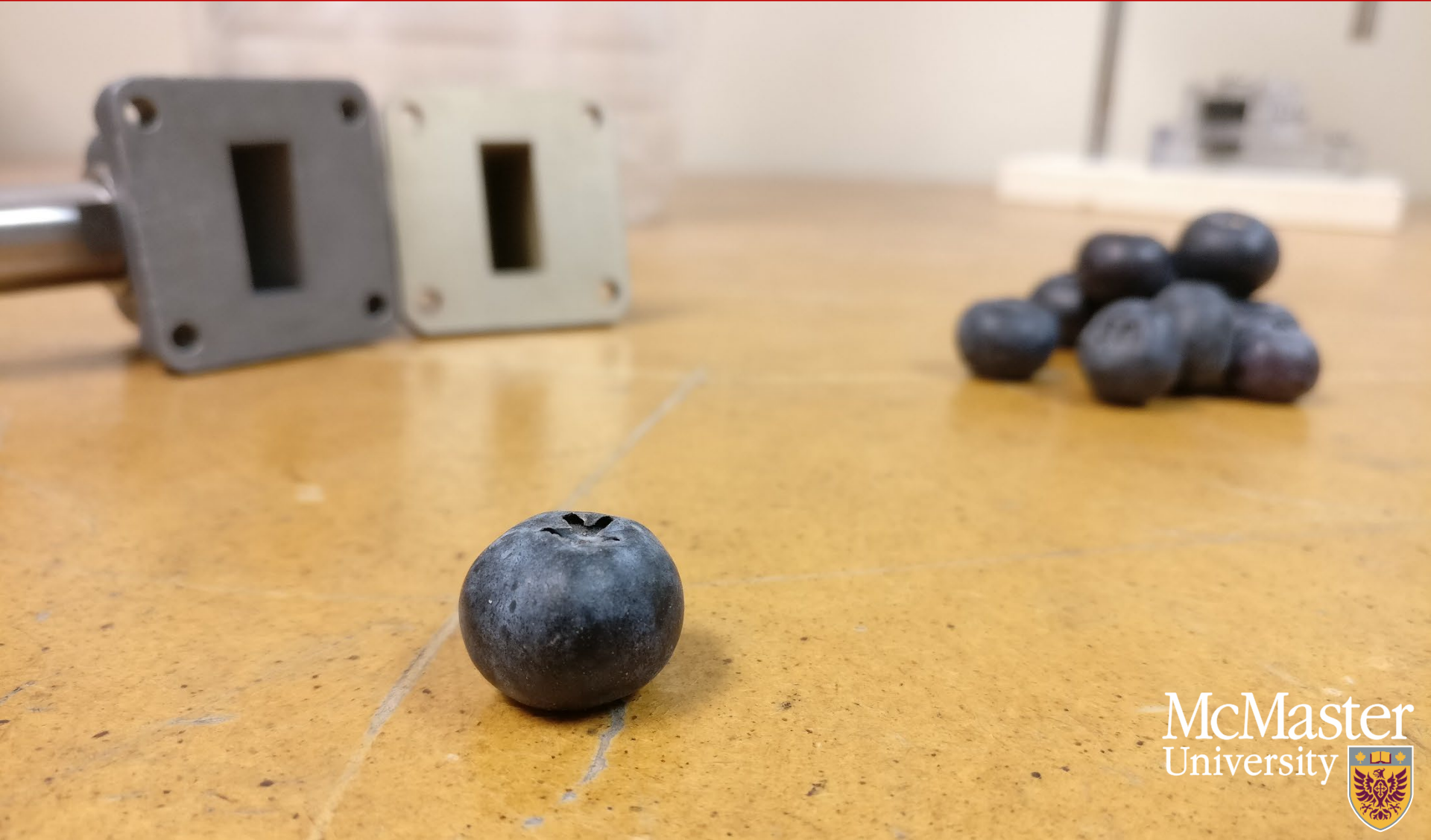
McMaster University



2017 INTERNATIONAL MICROWAVE SYMPOSIUM
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Microwave Holography: The Future of Medical Imaging

Daniel Tajik



IMS2017 3MT® Daniel Tajik, First Place Winner and Audience Choice Winner, “Microwave Holography: The Future of Medical Imaging”



ETHICS

“You’re an engineer. If your data doesn’t fit the theory, fix the data.”

—A Lecturer
Imperial College of Science and Technology
private advice, circa 1962

Fact or fiction: do you

occasionally bestow false praise?

occasionally withhold information?

often withhold acknowledgements?

copy intellectual property without license
or permission—books, papers,
software?

Fact or fiction: do you

occasionally bestow false praise?

occasionally withhold information?

often withhold acknowledgements?

copy intellectual property without license
or permission—books, papers,
software?—**and even boast about it?**

It's not my fault.
They made me do it.
Hey, everyone does it.

BREAKTHROUGH

Your Breakthrough

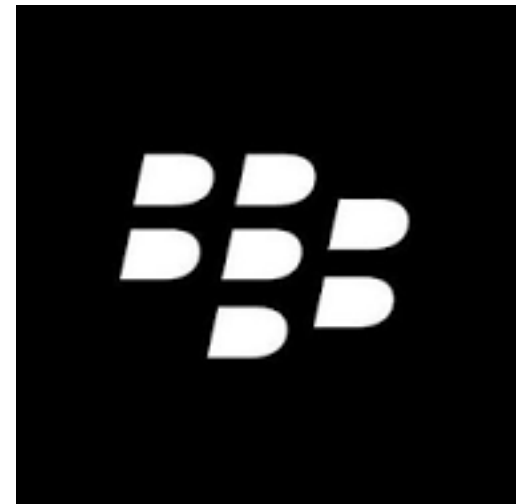
is staring you in the face

Your Breakthrough

is staring you in the face
but you don't see it

Their Breakthrough

was staring them in the face
**but they didn't
see it either**



BBM

An Expensive Rejection



**rejects Brian Acton
and Jan Koum**

**then
buys**



for US \$19,000,000,000.00

FINAL WORD

recognize

embrace

respect

achieve

recognize fear

embrace change

respect ethics

achieve breakthrough

Thanks For The Invitation

Paul Grossman

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THANK YOU