



# Suggestions for Young Professionals

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2022 IEEE MTT-S Young Professionals Workshop  
on Electromagnetic Modeling and Optimization (EMO 2022)  
Nanjing, China, October 22, 2022  
Presented via Zoom

# John Bandler: Creativity, Cooperation, Conflict

embrace risk, you have permission to fail

combat fear, flattery, guilt, resistance...

beware of detractors & experts' agendas

remember: experts (and you) resist change

find your champions, cooperate, acknowledge...

resist secrecy between colleagues

respect, empathize with, your audience(s)

recognize the work and success of others

**your breakthrough is staring you in the face**

**John Bandler's Microwave Journey:  
Towards **Cognition-driven Design**  
Automating **the Expert's Mysterious "Feel"****

1963 CAD/optimization discouraged  
1973 CAD/optimization strongly discouraged  
1983 CAD/optimization taken seriously  
1993 electromagnetic optimization laughable  
1993 electromagnetic optimization in progress  
1993 Bandler discovers space mapping  
**your breakthrough is staring you in the face**

**John Bandler's Microwave Journey:  
Towards **Cognition-driven Design**  
Automating **the Expert's Mysterious "Feel"****

**1963** starts microwave engineering research  
**1983** starts Optimization Systems Associates  
**1993** discovers space mapping (SM)  
**2003** sees everyday examples of space mapping  
space mapping now diversely influential  
**2023** receives IEEE Electromagnetics Award  
**your breakthrough is staring you in the face**

IF IT LOOKS LIKE SPACE MAPPING,  
IF IT FEELS LIKE SPACE MAPPING,  
IF IT CONVERGES LIKE SPACE MAPPING,  
IT IS SPACE MAPPING, OR IS IT?

# Modeling, Design, Optimization: **The Future**

Cognition-driven methodologies:

common sense, experience, space mapping

Collaborate asap with & consider human subjects:

psychologists

neuroscientists

game developers

linguists

playwrights

**your breakthrough is staring you in the face**

# THANK YOU

