Centre for Educational Innovation & Technology and the
School of Business Innovation Strategy and Leadership
Research Group Host a Visit by USC visiting scholar &
independent co-chairman of the Deloitte Center for the
Edge

John Seely Brown - Nov. 25, 2010,
Level 19 of Central Plaza One (CP1), 345 Queen Street,
Brisbane (on the corner of Creek Street).

John is a visiting scholar at USC and the independent co-chairman of the Deloitte Center for the Edge.

In a previous life, he was the Chief Scientist of Xerox Corporation and the director of its Palo Alto Research Center (PARC). He was deeply involved in the management of radical innovation and in the formation of corporate strategy and strategic positioning of Xerox as The Document Company.

Today, he's Chief of Confusion, helping people ask the right questions, trying to make a difference through my work- speaking, writing, teaching.

He’s also received a few honorary degrees along the way, and in 2004 he was inducted into the Industry Hall of Fame; he was elected to the American Academy of Arts and Sciences in 2009.

JSB is a member of the American Academy of Arts and Sciences, the National Academy of Education, a Fellow of the American Association for Artificial Intelligence and of AAAS and a Trustee of the MacArthur Foundation. He serves on numerous public boards (Amazon, Corning, and Varian Medical Systems) and private boards of directors.

Quote:
- “Training someone for a career makes no sense. At best, you can train someone for a career trajectory,” said John Seely Brown, the former chief scientist at Xerox and director of its Palo Alto Research Center. Brown now teaches at the University of Southern California. (http://www.itworld.com/061201schoolshift)

Selected Publications:
The Power of Pull: How Small Moves, Smartly Made, Can Set Big Things in Motion
The Big Shift Index: Uncovering the Emerging Logic of Deep Change
Cloud Computing – Storms on the Horizon

CEIT Bldg 78, 4th floor, University of Queensland
How does a motorbike turn?

The example that drove this home, and I am going to do an experiment here, is that the notion of what came to me personally is a motorcycle. I am as some of you know a fanatic motorcyclist for many, many, many years.

But about ten years ago, I had to give up motorcycling, because it turned out that my reflexes had dropped about a hundred milliseconds, and a hundred milliseconds on a motorcycle usually means death. So my wife and I kind of decided that I should really give this up.

Well, about five years ago, computers came back into motorcycling, and they decided to build very sophisticated computer-based brakes, a new kind of generation of ABS brakes.

And I did all the calculations and I am so excited, and I come running down the stairs to Susan, and I said, “Susan, you can’t believe it, but with these new brakes, this time I’ve bought back 250 milliseconds of reaction time, I have lost 100 milliseconds and I’ve gained 250 milliseconds, I have got at least 150 milliseconds leeway, so I have got at least ten years more to motorcycle.”  [more @ http://bit.ly/7DiwdI]