

PRESENTS

THE MACGYVER EFFECT:

HOW A 1980s TV SHOW BECAME A GLOBAL MEME FOR MANAGING THE 21ST CENTURY



Lee Zlotoff

*Writer, Producer,
and Director*

**TUESDAY,
AUGUST 13,
2013**

**4:45 P.M. TO
6:00 P.M.**

**FLIGHT PROJECTS
CENTER
AUDITORIUM
(BLDG. 321),
JPL**

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In JPL's innovation-driven environment, solutions are sometimes improvised, even jury-rigged. When was the last time you had to “MacGyver” your way over a technical hurdle to meet a deadline? Was that a positive experience? Or was it pure agony?

Join us as Lee Zlotoff discusses the “MacGyver Method,” a simple, effective technique for solving virtually any problem, be it creative, design, scientific, or personal in nature. This approach to problem solving is currently undergoing controlled studies at the University of Michigan Department of Psychology. The subject of an upcoming book by Mr. Zlotoff, the MacGyver Method may be applied to both institutional and global challenges.

Mr. Zlotoff is an award-winning writer, producer, and director. He created the iconic TV series *MacGyver*, which aired 1985–1992.

This event is free. All members of the Campus and JPL communities and retirees are welcome. Because of security requirements, Campus personnel and retirees without JPL badges must have a JPL employee or resident affiliate submit a visitor request and be their escort. The same requirements apply to retirees with expired badges or who have badges that don't say “JPL Retiree Access.”

For more information about this event, please send e-mail to cma.announce@jpl.nasa.gov; or contact Dan Goods, Daniel.E.Goods@jpl.nasa.gov, who can also assist with Visitor Control.