

Shai Tubali, PhD.



# Unleashing the Next Frontier

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KEYNOTE TOPIC & OUTCOME

How Flexible Minds Drive  
Scientific and Technological  
**Innovation**

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# How Flexible Minds Drive Scientific and Technological **Innovation**

Scientific and technological breakthroughs often come from a willingness to challenge the status quo and rethink existing paradigms. The most significant advances are rooted not just in technological innovation, but in cognitive flexibility—the ability to see beyond current limitations and imagine new possibilities. Shai Tubali invites scientists and innovators to harness the power of a flexible mind, which can lead to pioneering discoveries and revolutionary ideas.



*Cognitive flexibility—the ability to see beyond current limitations and imagine new possibilities.*

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# In this keynote, your audience will explore:

## **01. The Role of Cognitive Flexibility in Innovation:**

Investigate how thinking beyond conventional boundaries can lead to groundbreaking discoveries. Shai will share examples of cognitive shifts that have propelled advancements in fields like physics, biology, and artificial intelligence.

## **02. Overcoming Mental Barriers:**

Discover how to break free from entrenched thought patterns that hinder progress. Shai will discuss strategies for adopting a more fluid and adaptable mindset that embraces innovation.

## **03. Thriving in Uncertainty:**

Learn how embracing uncertainty can lead to unexpected insights. Shai will introduce the concept of “thinking in questions,” a method used by visionary scientists to explore new possibilities.

## **04. Encouraging Interdisciplinary Collaboration:**

Understand the importance of bridging gaps between disciplines to solve complex problems. Shai will highlight how flexible minds can lead to holistic solutions and a more integrated understanding of the world.