

**7-8 September 2022 | Oslo**

## **Making Decisions in an Uncertain World: Why it is Hard and How to Succeed**

We live in an uncertain world and decision makers are increasingly facing more risks and uncertainties, including the energy transition and security, climate change, technology revolutions and a pandemic. Decision makers need a structured process to make sure they think clearly, avoid bias, feel confident about their decisions, and optimize outcomes for their stakeholders.

The Decision Quality Conference in Norway provides you with access to the knowledge and experience of internationally recognized Decision Professionals, who can help you master practical approaches which deliver quality decisions, thus enabling you to thrive rather than just survive.

On the 5-6 September, two days before the conference, participants will be able to join in on a tailored development program where Decision Professionals will share methodologies, tools, and best practices for how you can best handle decisions under uncertainty. In addition, participants can take part in software roadshows where leading decision analysis companies present tools that can support critical elements of your decision-making process.

We would like to thank all our sponsors that value quality decision-making and that enables us to host this conference.



This Decision Quality Conference is hosted by The Norwegian Society of Decision-Making and in-kind sponsored by the Society of Decision Professionals and made possible thanks to the European Decision Professional Network.



## SCHEDULE

### Conference Day 01

Wed, September 07<sup>th</sup>

#### Morning Program

- 09:00 **Welcome & Overview**
- 09:15 **The Essential Elements of Quality Decisions**  
Ralph L. Keeney,  
Research Professor Emeritus, Fuqua School of Business, Duke University
- 10:00 **Decision-Making in Times of Transition**  
Elisabeth Birkeland,  
Vice President, Technology Development at Equinor
- 11:00 **Decision Quality: What is it and Why it is Important?**  
Eric Bickel,  
Engineering Foundation Endowed Professorship at University of Texas at Austin
- 11:45 **My Decision Quality Journey**  
Bernard Bos,  
Senior SVP Opportunity Value Assurance at Shell Plc

## **SCHEDULE**

### **Conference Day 01**

Wed, September 07<sup>th</sup>

#### **Afternoon Program**

- 13:45 **Flawed Assumptions can Lead to Flawed Decision Making**  
Cath Bishop,  
Olympic Rower, Senior Diplomat, Business Coach, and Author
- 15:15 **An Executive's Guide to Making Better Decisions**  
Patrick Leach,  
Professor of Practice, Colorado School of Mines
- 16:15 **Insights from 30 years of Embedding and Enabling Decision Quality in an Organization**  
Charles Persinger,  
Executive Director, Portfolio Strategy and Decision Sciences at Eli Lilly & Company
- 16:45 **Embedding Decision Quality - Panel Discussion**  
SDP London Chapter Lead Discussion
- 18:15 **Dinner & After-Dinner Speaker with Casper Berry - "Great Call"**  
Casper Berry,  
Poker Player & Motivational Speaker Specializing in the Subjects of Risk, Decision Making,  
Innovation & Leadership
- 20:15 **Casino Night**

## **SCHEDULE**

### **Conference Day 02**

Thu, September 08<sup>th</sup>

#### **Morning Program**

- 09:00 ● **Recap from Day 1 & Overview**
- 09:15 ● **Appropriate Frame: The Art of Building an Appropriate Frame to Enable Informed Decisions**  
Ellen Coopersmith,  
Founder of Decision Frameworks
- 09:55 ● **Clear Value Measures & Trade-Offs: DQ as a Leadership Instrument – Driving an Organization to Reach Your Objectives**  
Mark Seidler,  
CEO at Strategic Decisions Group
- 11:15 ● **Creative, Do-able Alternatives: Creating Strategic Alternatives – An Iterative Process Involving Decision Boards**  
Lan Ding,  
Director, Portfolio Decision Science at GSK
- 11:55 ● **Useful Information and Ranges: AI vs Human Judgement**  
Miguel Sousa Lobo,  
Area Chair and Associate Professor of Decision Sciences at INSTEAD

## **SCHEDULE**

### **Conference Day 02**

Thu, September 08<sup>th</sup>

#### **Afternoon Program**

- 14:00 ● **Logical & Correct Reasoning: "Health Warning: The Base Case is Not What You Think"**  
Chris Dalton,  
CEO at Syncopation
- 14:50 ● **Useful Information & Ranges: How Data can Support Decision Making**  
Richard Dearden,  
Head of Machine Learning and AI, Clinical Pharmacology and Patient Safety at AstraZeneca
- 16:00 ● **Commitment to Action: Are your Alternatives Implementable?**  
Mike Benefiel,  
Decision Analysis Manager at Chevron Corporation
- 16:30 ● **How can I Convince Others?**  
TBD
- 17:00 ● **Feedback & Closing**

## **PRE-CONFERENCE WORKSHOPS**

### **Workshops Day 01**

Mon, September 05<sup>th</sup>

#### **Morning [Parallel] Workshops**

08:00

#### **Morning Workshop #1: Bias Identification and Mitigation**

Steve Begg,

Emeritus Professor, Decision-Making & Economic Evaluation at the University of Adelaide

Reidar B. Bratvold,

Professor of Decision and Data Analytics at the University of Stavanger

08:00

#### **Morning Workshop #2: Introduction to Decision Science**

Patrick Leach,

Professor of Practice, Colorado School of Mines

#### **Afternoon [Parallel] Workshops**

13:00

#### **Afternoon Workshop #1: Machine Learning and Probability Assessment for the Working Decision Analyst**

Chris Dalton,

CEO at Syncopation

13:00

#### **Afternoon Workshop #2: Facilitating tough Decisions by Making 'Sacrifice' Part of your Vocabulary**

Deepak Veeraraghavan,

Partner at Strategic Decisions Group

Florian Methling

Engagement Manager at Strategic Decisions Group

## **PRE-CONFERENCE WORKSHOPS**

### **Workshops Day 02**

Tue, September 06<sup>th</sup>

#### **Morning [Parallel] Workshops**

08:00      **Morning Workshop #1: Improving Your Critical Decision-Making Skills**  
Ralph L. Keeney,  
Research Professor Emeritus, Fuqua School of Business, Duke University

08:00      **Morning Workshop #2: Practical and Powerful Insight from Decision Tree Analysis – An Energy Transition Case-Based Learning Experience**  
Ellen Coopersmith,  
Founder of Decision Frameworks

#### **Afternoon [Parallel] Workshops**

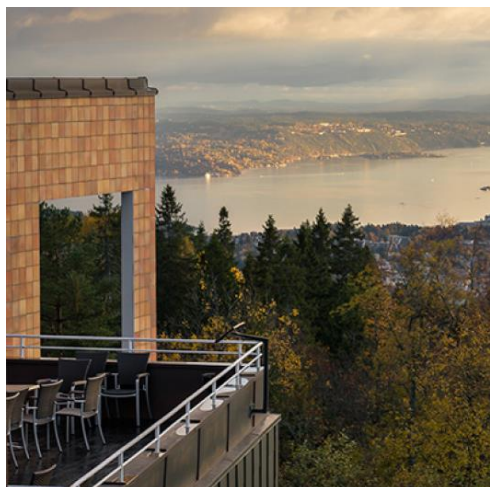
13:00      **Afternoon Workshop #1: Reasoning about Uncertainty and the Value of Information**  
Eric Bickel,  
Engineering Foundation Endowed Professorship at University of Texas at Austin

13:00      **Afternoon Workshop #2: Navigating Uncertainty with Better Questions**  
Katherine Rosback,  
Founder, KRE Inc; Must Succeed Meeting Facilitator & Coach



## LOCATION & VENUE

### Soria Moria Hotel & Conference Center



For conference participants, we have negotiated the following room rates: per person for a single room 1,325 NOK/night, and per person for a twin or double room 825 NOK/night. Please use the discount code you receive when you register at the conference to book your accommodation. The accommodation includes breakfast.

Contact information: +47 23 22 24 00 | [info@soriamoria.no](mailto:info@soriamoria.no)

Soria Moria is located outside the inner city of Oslo. The subway uses around 30 min to Majorstuen station. There is approximately 10 min walk from Soria Moria to the closest subway station. Please see more information on our website <https://dqnorway.com/practical-information>.

