

**Conference 7-8 September | Workshops 5-6 September 2022**

## **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 (NSDM) and in-kind sponsored by the Society of Decision Professionals (SDP) and made possible thanks to the European Decision Professionals Network (EDPN).



## **SCHEDULE**

### **Conference Day 01**

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

#### **Morning Program**

08:30

REFRESHMENTS & REGISTRATION

09:00

#### **Welcome & Overview**

Trygve Botn,  
CEO | Decision Advisor at ThinQ Decisions

Pete Naylor,  
Senior Decision Quality Consultant at Shell

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

10:30

COFFEE & NETWORKING

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 Vice President Opportunity Value Assurance at Shell

12:30

LUNCH & SOFTWARE ROADSHOW

## **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
- 15:45 ● TEA & NETWORKING
- 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**  
Ritske van der Meer, Head of ASML Strategic Decision Support  
  
Charles Persinger, Exce. Dir., Port. Strategy & Decision Sciences at Eli Lilly & Co.  
  
Mike Benefiel, General Manager, Decision Analysis at Chevron Corporation  
  
Ralph L. Keeney, Research Prof. Emeritus, Fuqua School of Business, Duke University
- 17:30 ● REFRESHMENTS & SOFTWARE ROADSHOW
- 18:15 ● **Dinner & After-Dinner Speaker with Caspar Berry - "Great Call"**  
Caspar Berry,  
Poker Player & Motivational Speaker Specializing in the Subjects of Risk, Decision Making, Innovation & Leadership
- 20:15 ● POKER NIGHT WITH CASPAR BERRY & JACQUI TERRY
- 22:15 ● END OF DAY 1

## SCHEDULE

### Conference Day 02

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

#### Morning Program

- 08:30 REFRESHMENTS
- 09:00 **Recap from Day 1 & Overview**  
Trygve Botn,  
CEO | Decision Advisor at ThinQ Decisions  
  
Pete Naylor,  
Senior Decision Quality Consultant at Shell
- 09:20 **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
- 10:45 COFFEE & NETWORKING
- 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 & Ranges: AI vs Human Judgement**  
Miguel Sousa Lobo,  
Area Chair and Associate Professor of Decision Sciences at INSEAD
- 12:45 LUNCH & SOFTWARE ROADSHOW

## **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
- 15:30 TEA & NETWORKING
- 16:00 **Commitment to Action: The Commitment to Action Conundrum**  
Mike Benefiel,  
General Manager, Decision Analysis at Chevron Corporation
- 16:30 **Understand the Benefits, Challenges and Ways to Improve use of DQ in the Real World**  
Pete Naylor,  
Senior Decision Quality Consultant at Shell Plc
- 17:00 **Feedback & Closing**  
Trygve Botn,  
CEO | Decision Advisor at ThinQ Decisions
- 17:15 END OF CONFERENCE

## **PRE-CONFERENCE WORKSHOPS**

### **Workshops Day 01**

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

#### **Morning [Parallel] Workshops from 08:00 – 12:00**

- 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,  
Decision Advisor at ThinQ Decisions  
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 from 13:00 – 17:00**

- 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 from 08:00 – 12:00**

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

Jan Schulze,  
Vice President at Decision Frameworks

#### **Afternoon [Parallel] Workshops from 13:00 – 17:00**

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: Scenario Planning for Strategy Development in a VUCA World: A Path of Net Zero Course**

Ellen Coopersmith,  
Founder of Decision Frameworks

Jan Schulze,  
Vice President at Decision Frameworks



## **SOFTWARE ROADSHOW – FREE DEMONSTRATION**

Wed, September 07<sup>th</sup> at 12:30 – 13:45

Wed, September 07<sup>th</sup> at 17:30 – 18:15

Thu, September 08<sup>th</sup> at 12:45 – 14:00

### **Software Roadshow Sponsors**



**DECISION  
FRAMEWORKS**

#### **Decision Frameworks**

Dtrio, Treetop, Owl,

We are the leading provider of consulting, education and software solutions, bringing efficient application, support, and streamlined implementation of Decision Quality principles under one umbrella to transform the way your organization makes decisions. Decision Frameworks was founded on a desire to empower organizations to make efficient and high quality decisions. Our team is made up of industry-leading experts and world renowned software developers. We are dedicated to putting Decision Quality into the hands of our clients.



#### **Collide**

Collide,

Collide is collaboration software that drives decision quality through improved collaboration. In one easy to use platform, Collide enables your team to quickly share information, facilitate ideation, have threaded discussions, organize and vote on ideas, assign outcomes, and link with your third-party project management systems. Move from collaboration chaos to structured collaboration for better decisions.



**Resoptima**

#### **Resoptima**

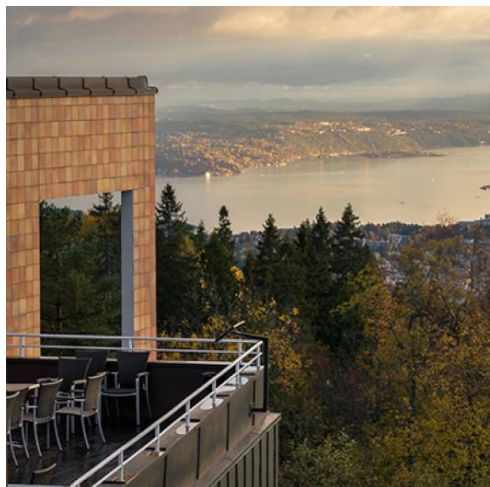
ResX, ResX 4D, IRMA,

Resoptima is revolutionizing the way operators and their partners understand how their subsurface reservoirs behave. Our unique technology and workflows, applied to assets worldwide, help our clients make better-informed decisions to optimize their capital deployment and achieve better ultimate recoverable reserves. Resoptima ensemble-based modelling sees uncertainties as what they are: a reflection of the fact that while honoring all available subsurface and production data, a range of different predictions of future production are possible. A continued awareness of uncertainties avoids blind spots and provides operators with a much more robust understanding of the reservoir, helping them reach truly informed decisions.



## LOCATION & VENUE

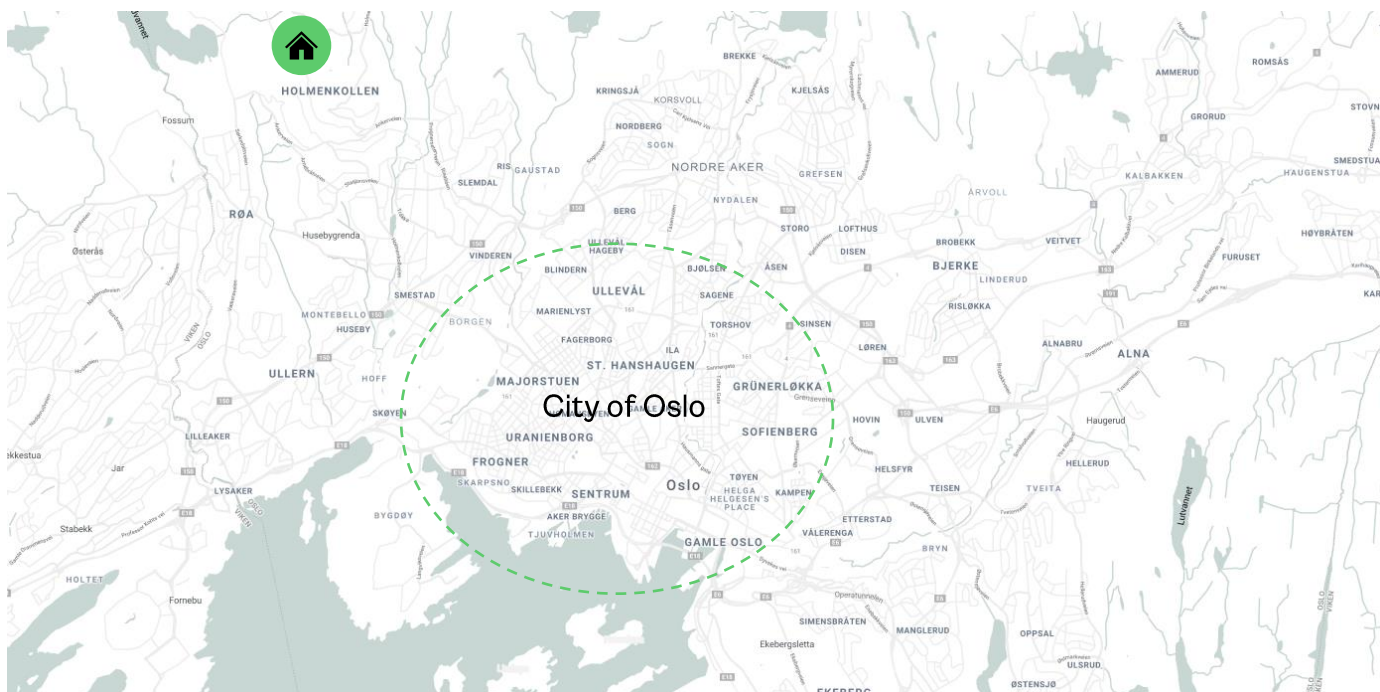
### Soria Moria Hotel & Conference Center



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: [booking@soriamoria.no](mailto:booking@soriamoria.no). 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>.



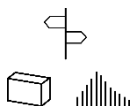
## **ORGANIZING COMMITTEE**

This conference wouldn't be possible without the effort of the organizing committee and their employers.



### **Norwegian University of Life Sciences**

Jens Bengtsson,  
Associate Professor



### **ThinQ Decisions**

Trygve Botn,  
CEO | Decision Advisor



### **University of Stavanger | ThinQ Decisions**

Reidar Brumer Bratvold,  
Professor of Investment and Decision Analysis | Decision Advisor



### **CNOOC**

Andrea Dickens,  
Senior Manager, Decision Analysis



### **Austrian Institute of Technology**

Christian Diendorfer  
Mechanical Engineer, PhD, MBA



### **Statkraft**

Eivind Flateland  
Vice President Strategy & Key Accounts



### **Norwegian University of Science and Technology**

Verena Hagspeil  
Professor of Investment and Finance



## **Equinor**

Remus Gabriel Hanea  
Leading Advisor Reservoir Technology



## **ASML**

Kuno Huisman  
Director Business Control | Professor of Decision Making



## **The University of Edinburgh**

Andrew Kilmartin  
PhD Candidate



## **Loughborough University**

Gilberto Montibeller  
Director of Executive and Professional Education School of Business and Economics



## **Shell**

Pete Naylor  
Senior Decision Quality Consultant



## **OMV**

Jost Püttman  
Advisor Decision Quality



## **SDG**

Einar Sveinsson  
Principal



## **AstraZeneca**

Bartholomeus Willigers  
Decision Science Director

# DECISION QUALITY CONFERENCE

This conference is hosted by



**The Norwegian Society of Decision Making**

a non-profit organization