

Alumni Workshop

Risk-Taking and Decision-Making: Why We Do What We Do and Not What We Should!

Date: Tuesday 16th February
Time: 08:30 for 09:00 until 5.30
Location: The Work Foundation, 21 Palmer Street, London SW1H 0AD

Who should attend?

Decision makers across all sectors, Managers (Sales, Marketing, HR, Operations) Negotiators, Buyers. Anyone relatively new to a role explicitly involving Risk such as Health and Safety or financial planning.

The workshop:

Over the last 12 months, “Risk” has become a subject very close to all our hearts. As a former professional poker player, living and working in Las Vegas, it was very much a part of Caspar Berry’s life for three years. He thought that he was leaving the world of risk-taking behind when he left the world of poker to set his video production company which he later sold to Bob Geldof’s, Ten Alps. But he hadn’t. Risk has much less to do with the turn of a card or even the omnipresent threat of “fire, flood or IT breakdown”... it is actually inherent in *everything* we do.

The bottom line is that whether you plan training budgets, market FMCGs, manage people, negotiate with suppliers, set sales targets, trade sterling OR play poker... risk plays a role in YOUR LIFE! Why? Because whenever we take a decision... in a world of uncertainty... where we do not know the outcome of that decision... we are effectively taking a risk. And we do that hundreds, if not thousands, of times every day!

The good news is that there is a science of risk, and decision making, which are component parts of any MBA that are incredibly illuminating for anyone who has to make decisions in their professional lives. The bad news is that they are nearly always taught assuming a bewilderingly high level of mathematical ability which usually alienates anyone who isn’t incredibly numerate. Caspar’s role for the last 5 years as a corporate speaker is to plug the gap created by this disparity in the demand for this knowledge and its supply. Using stories culled from the worlds of poker, business and life, Caspar guides people into a whole new area of knowledge – one that is inspiring and as original as it is useful and practical.

Some of the questions that will be explored:

- How does “Risk” work at a fundamental level?
- Why is the riskier option usually the most valuable or profitable?
- What stops us from taking such options and erring on the side of safety?
- How can we change a mindset or a culture to understand that not taking risks is in fact the greatest risk we can take?

Why you should attend:

Caspar has worked for over 100 corporate clients to date and has given each of them unique and invaluable tools for understanding both Risk and Decision Making within their organisations. His testimonials demonstrate that all feel without exception he has given them an edge that they would not otherwise have when it comes to making critical decisions in both their personal and professional lives. The session is entertaining and inspiring and guaranteed to change your approach to decision making as a result.

Testimonials

"Risk is a really important issue for the Home Office and it was refreshing and I think very effective to have a discussion of how we increase our appetite for, and effectiveness in managing risk with such good humour. Your mixture of personal anecdotes, real life examples created an excellent learning opportunity. The feedback we received has been uniformly excellent. Learning can be fun!"

Kevin White, HR Director General, Home Office

"Caspar's presentation stimulated a great deal of very productive discussion about all our attitudes to risk taking and really helped crystallise some of the critical decisions we need to make across the business. It helped us understand each other as individuals and will be talked about and referenced for a long time to come. We would highly recommend it to any executive team in business."

Darren Blackhurst, Chief Merchandising Officer, Asda

"Hearing Caspar speak is an illuminating experience for any individual or team who have achieved success but want to gain that little extra "edge". He offers great insight into the psychology of really successful people and I would unhesitatingly recommend him for any event."

Lawrence Dallaglio, Rugby World Cup Winner.

Fee: £150 + VAT

Includes lunch, refreshments and materials for the day.

To reserve your place on this event or for any further information, please email jpead@theworkfoundation.com and include your name, company, job title, email address and telephone number, or call on 0202 7976 3581