

You Now Have Permission  
to be Uncertain

# Probability Management

The New Way to Communicate, Calculate and Calibrate Risk

Summer Conference in Washington, D.C. • June 18-19, 2015 • 8:30 a.m. to 5:00 p.m.

Hosted by Lockheed Martin Corporation in Crystal City, VA

## Featuring



**Doug Hubbard** – President of Hubbard Decision Research and author of *How to Measure Anything*



**Harry Markowitz** – Nobel Laureate and ProbabilityManagement.org Board Member by Live Webcast



**Sam Savage** – Executive Director, ProbabilityManagement.org and author of *The Flaw of Averages*

**Michael Schrage** – Research fellow at the MIT Sloan School and author of the Kindle bestseller *Who Do You Want Your Customers To Become?*

**Danny Ralph** – Professor at Cambridge University and Director of the Centre for Risk Studies by Live Webcast

Plus, Case Studies and Panel Discussions with:

- Bennett Brown - Director of Computer Science, Project Lead The Way (Webcast)
- David Cashbaugh - Director of Navy Personnel Research, Studies, and Technology (Webcast)
- David Cawfield - Principal Engineer, Olin Corporation
- Pat Delaney - Partner, Davies Consulting
- Philip Fahringer - Operations Analyst / LM Fellow, Lockheed Martin
- Shayne Kavanagh - Senior Research Manager, Government Finance Officers Association
- Patrick C. Mackin - Senior Economist, SAG Corporation
- Mary McDonald - Research Associate, Naval Postgraduate School
- Doug Mohr - Operations Research Division Manager, UPS
- Gregory S. Parnell - Ph.D., Col USAF (Retired), Research Professor, University of Arkansas (Webcast)
- Brian Putt - Decision Analyst, Chevron (Webcast)

## What is ProbabilityManagement.org?

“A non-profit organization that aims at improving communication of uncertainty,” and applies “simulation-based communication to improve actual managerial decisions and public policies.”

**MIT Sloan Management Review, December 2014**

## What will the discipline of probability management provide my organization?

“Probability management provides a level of clarity previously unavailable to senior Navy decision makers. Interactive stochastic modeling can alter the conversation from ‘What’s the right answer?’ to ‘What’s the right question?’”

**David Cashbaugh, Director of Navy Personnel Research, Studies, and Technology**



Probability  
Management

This conference will stress live interactive models rather than lengthy slide presentations.

Visit [probabilitymanagement.org](http://probabilitymanagement.org) to register online.



# Probability Management

## Areas of Focus

### Communicating Uncertainty

The SIPmath™ Standard is a new category of data that communicates uncertainty from the classroom to the boardroom.

### Aggregating Risk Across the Enterprise

Risk models of R&D and acquisition projects in @Risk, Crystal Ball, and other legacy platforms can now be rolled up to the enterprise portfolio.

### Adding Probability to Policy

The groundwork for uncertainty-based policies is already in place.

### Data Farming: Cultivating Big Data

Harvested data from analytics can be used in decision making dashboards.

## Learn how to

- Address government requirements for reporting uncertainty
- Improve profitability by understanding cost, schedule and revenue uncertainties
- Calculate the chances of achieving financial targets or incurring losses interactively in Excel without macros or add-ins
- Calibrate the opinions of experts when no data is available
- Determine the most important uncertainties to resolve



Conference qualifies for 6.5 hours of CAP PDU credit per day.

## What is the SIPmath standard?

“Stochastic Information Packets (SIPs) are an ideal means for modeling and conveying uncertainty in a standardized fashion. We continue to believe that SIPs will play an increasing role in the way organizations manage uncertainty.”

**Eric Wainwright, Co-founder and Chief Technology Officer of Oracle Crystal Ball**



## Registration

Visit [probabilitymanagement.org](http://probabilitymanagement.org) to register online.

### Registration Fees

	Early (before 5/8/15)	Regular (after 5/8/15)
Government/Academic	\$ 525	\$ 650
Other	\$1,200	\$1,500

**20% discount for additional people from the same organization. Contact [melissa@probabilitymanagement.org](mailto:melissa@probabilitymanagement.org) for discount code.**

### Registration includes access to:

- General Sessions
- Continental Breakfasts, Networking Breaks, and Networking Luncheons
- Onsite Agenda and Meeting Materials
- Post-event Online Speaker Proceedings (if released by speaker)

**Probability Management, Inc. is a 501(c)(3) non-profit that is changing the way we think about uncertainty through standards, best practices and education. Board of Directors includes Nobel Laureate in Economics, Harry Markowitz. Sponsors include Chevron Corporation, General Electric, Lockheed Martin, Wells Fargo Bank, Lone Star Analysis, ORTEC, ComputerLaw Group LLP, and the Foundation for Creativity in Dispute Resolution. Executive Director Sam L. Savage is author of *The Flaw of Averages: Why we Underestimate Risk in the Face of Uncertainty*, and is a Consulting Professor at Stanford University. To learn more visit [ProbabilityManagement.org](http://ProbabilityManagement.org).**