



## 2-day hybrid workshop (online and onsite in Berlin) for managers

“The more data you have, the better your decisions will be”. If this were true, today's organizations would be perfect decision engines: in 2019 and 2020 alone, more data was collected than in the entire history of humanity before. Despite this vast amount of data and billions being spent on hiring data science teams and developing business intelligence units, odds are your organization isn't twice as smart as it was before 2019. At the same time, *The Economist* finds that more than two-thirds of senior managers continue to rely on their intuition. Are they simply wrong or outdated?

Our 2-day hybrid workshop for managers is based on 30 years of world-leading research, spearheaded by the Max Planck Institute for Human Development under Prof. Gerd Gigerenzer, one of the most influential psychologists and decision scientists in the world today (<https://www.mpib-berlin.mpg.de/en/staff/gerd-gigerenzer>).

What you can expect from the Program: You will learn to differentiate and navigate fundamentally different information environments, strategically select the most appropriate decision tools based on human intelligence or Artificial Intelligence, understand how Artificial Intelligence will impact decision making and societies, why and under what conditions intuition can still be a powerful tool for decision making, and how to integrate the best of human and Artificial Intelligence to super-charge decision processes in your organization.

### Key information

- Target Audience: Middle and senior management
- Dates: Friday, January 28<sup>th</sup>, 15:00 – 21:00 CET / Saturday, January 29<sup>th</sup>, 15:00 – 21:00 CET
- Language: English
- Price: 1.850€ + VAT (if applicable)

## Outline of the 2-day hybrid workshop for managers

### ***Session 1: A map and a compass – calculable risk and incalculable uncertainty***

Important decisions in management are not only risky. Often it is difficult to precisely quantify such risks. This, we refer to as decision making under uncertainty. Maybe surprisingly, under uncertainty, less information and complexity can yield better decisions than intense information gathering and complex analyses. In the first session, participants gain an understanding of how to determine what type of information environment they face—calculable risk and incalculable uncertainty. Use cases from machine learning highlight when risks can be meaningfully quantified and when not.

### ***Session 2: How to stay smart in a smart world (with Prof. Gerd Gigerenzer)***

Prof. Gigerenzer will provide exclusive insights into his new book “Click—How to Stay Smart in a Smart World” published in September 2021 by MIT Press. Based on the differentiation between calculable risk and incalculable uncertainty, Prof. Gigerenzer will delve into key topics such as the relevance of Artificial Intelligence and Big Data for smart business decisions, the impact of digitalization on societies, and how to exploit the potential of integrating human and machine intelligence.

### ***Session 3: The power of intuition in a digital era***

Intuition will remain an important source for good decision in a digital age for many decision makers and may even gain in importance. Under uncertainty, it can be the basis for a high performing decision strategy. But developing a good intuition requires a constructive learning environment and an empowering organizational climate. Participants will learn how to create the structures and culture necessary for an effective organizational learning environment that fosters good judgement under uncertainty.

### ***Session 4: Bringing it all together – Augmented Intelligence***

Human and Artificial Intelligence are fundamentally different. Artificial Intelligence processes vast amounts of data and finds correlations a human would not find in their lifetime. Humans think causally, make sense of their world, and can anticipate future consequences with very little data. Augmented Intelligence combines the best of human and Artificial Intelligence to create systems that solve problems more effectively for your organization.

## Trainers

Prof. Gerd Gigerenzer is former Max Planck Director and co-founder of Simply Rational. He is the one of the most influential psychologists and decision scientists in the world today.

Prof. Florian Artinger is a behavioral economist and data scientist. He is a co-founder of Simply Rational, Professor of Digital Business, and associate researcher at the Max Planck Institute.

Dr. Niklas Keller is organizational psychologists and decision scientist. He is co-founder of Simply Rational and associate researcher at the Max Planck Institute and the Charité University Hospital.

## About Simply Rational

Simply Rational is a spin-off of the Max Planck Institute for Human Development, a globally leading research institute on decision-making. Simply Rational specializes in consulting and training using machine learning in combination with behavioral science and organizational change management. These tools make it possible to respond to the individual needs of people and to support them effectively in decision-making. As a spin-off from the Max Planck Institute for Human Development, we implement projects with measurable success with our clients and translate cutting-edge research into practice. Former Max Planck Director and co-founder Prof. Gerd Gigerenzer has published over 600 articles on the topic and his award-winning books *Risk Savvy: How to Make Good Decisions* and *Gut Feelings: The Intelligence of the Unconscious* have been translated into over 30 languages. He has just published his latest popular science book *Click: How to Stay Smart in a Smart World*. We provide access to the latest scientific insights in the behavioral and data sciences to professionals in business, healthcare, finance and society. Together, we have trained several thousand professionals.

## Further information

Participants will receive a certificate for completing the course.

## Location

The course will allow participants to take part onsite at the facilities of Berlin International University of Applied Sciences (Salzufer 6, 10587 Berlin, Germany) but also join online from anywhere in the world. Hybrid video technologies including digital breakout rooms allow effective interaction with fellow participants and trainers.



### **For Questions and Booking**

Please directly contact Prof. Dr. Florian Artinger via email ([florian.artinger@simplyrational.de](mailto:florian.artinger@simplyrational.de)). Please note that, to assure smooth planning, you have secured a place once we have received payment.