



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 a year ago. 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 Are they simply wrong or outdated?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.

What you can expect from the program - you will

- learn when and why one should rely on human intelligence (including intuition) and when on the different tools that Artificial Intelligence provides
- learn how to integrate human and Artificial Intelligence to supercharge the decision processes in your organization
- learn how to best set up your organization to perform well in a context of calculable risk and incalculable uncertainty
- understand how Artificial Intelligence will impact societies at large and how to stay smart in a smart world

Key information

- Target Audience: Middle and senior management
- Dates: Friday, September 9th, 15:00 – 21:00 CET / Saturday, September 10th, 15:00 – 21:00 CET
- Language: English
- Price:
 - Online: 1.500€ + VAT (if applicable)
 - Onsite: 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: 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.

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: 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.

Trainers

Prof. Gerd Gigerenzer is Max Planck Director emeritus 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.

Tickets

For booking, please click [here](#) (this will redirect you to pretix.eu, an online ticket shop). Please note that, to assure smooth planning, you have secured a place once we have received payment.

In case of any questions, please directly contact Prof. Dr. Florian Artinger via email (florian.arteringer@simplyrational.de).