

INCOSE UK One Day Workshop



Wednesday 14th April

2010

Swindon Marriott Hotel

One Day Event: Simple Introduction to System Dynamics Modelling

Many of the 'systems' people need to manage are just plain complicated, with many inter-dependencies, long delays between actions and results, different parts of the situation run by different people, and so on. Problematic outcomes are common – boom-and-bust, when initially promising initiatives collapse; worse-before-better, when we seem to have wasted money and effort with no sign of a return; and the widespread frustration when organizations persistently fail to achieve the progress that they could or should make.

Cracking such challenges needs a rigorous, reliable method to tame the complexity, and system dynamics is a powerful tool that does just that. It has been widely applied to issues that will be familiar to systems engineers, notably the management of large and complex projects, but it is valuable in many more circumstances too. Although capable of producing sophisticated simulation models of large-scale problems, the method is extremely flexible. You can often get great understanding from simple, small pictures – just an accurate diagram of what causes what, with a few key numbers explaining how things are changing. You can go much further if you need to – bigger diagrams with more numbers on a white-board for bigger issues, working simulation models to test alternatives, living 'control panels' that give you and your team way more mastery over performance than other methods ever can. And it all works because the underlying principles capture rigorously key features of how the real world works.

This one-day workshop will explain those principles and demonstrate how you can use them to map real-world problems. It will then show how that initial diagnosis can be turned into a working simulation, first to check and validate the manual analysis and then to explore options to fix the problem and test sensitivities to important assumptions. Lastly, you will see how such a model can be used as the basis for a simple management control panel, to ensure the problem stays fixed as the future unfolds. As a take-away, participants will receive a 5-month licence for one of the simplest system-dynamics modelling packages, together with some working simulations of common issues.

The Venue for the Workshop will be:

Swindon Marriott Hotel, Pipers Way, Swindon, Wiltshire SN3 1SH United Kingdom.

Amongst the finest hotels in Swindon, the stylish Swindon Marriott Hotel, on the outskirts of the historic old town, is known for its outgoing service and outstanding amenities. All guest rooms are luxuriously appointed for comfort and productivity. While the premier conference and meeting facility.

www.swindonmarriott.co.uk, tel: **01793 512 121**

Pricing and Registration

The registration fee for the event will be £400 for INCOSE members and £500 for non-members. The fee includes lunch and refreshments. All prices include VAT. Non-members are welcome to join INCOSE; if you join at the time of registration you will be charged £400 to attend the event and an additional £72 that will give you the benefits of INCOSE membership for one calendar year. The event registration will be managed for INCOSE UK by Dot The Eye Ltd.

To register for the event visit our online registration facility at www.incoseonline.org.uk. Here you can register for the event and pay by card through a secure payment facility with Lloyds TSB Cardnet via SagePay. Registration is open now. We expect the event to sell out – please book early.

If you are unable to take advantage of our on-line registration facilities please contact Dot The Eye Ltd by email: enquiries@incoseonline.org.uk, by telephone: **+44 (0)1460 298217** or fax on **+44 (0)845 280 5304**.