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Wednesday 7<sup>th</sup> July

**IBM, Southbank**

Evening Meeting

Understanding and Managing Risk Attitudes

David Hillson – The Risk Doctor

Research and experience both indicate that the attitudes of individuals and organisations have a significant influence on whether risk management can deliver what it promises. Risk management is undertaken by people and is influenced by a variety of overt and covert factors, producing a range of possible risk attitudes which can be assessed and described with some degree of accuracy.

But diagnosis is different from cure. Where preferred risk attitude is not conducive to effective risk management, action is required to modify attitude, and Emotional Literacy approaches can be used to promote attitudinal change for both individuals and organisations.

In this presentation, David will describe the range of risk attitudes and show how Emotional Literacy offers a unique framework for understanding and managing them, leading to enhanced risk management effectiveness.

When: Registration: 6.00pm - 6.30pm

Welcome & Introduction: 6.30pm - 6.35pm

Presentation: 6.35pm - 7.45pm

Where: IBM, 76/78 Upper Ground, South Bank, London SE1 9PZ

Telephone: 020 7202 3000

Costs: Attendance: Free for PMI UK Chapter members, £20.00 for non-members.

Guests: Guests are most welcome, subject to payment of entrance fee.

PDU: Attendance at the PMI UK evening events attracts 1 PDU towards your PMP certification. The code for claiming the PDU is C075.YY.MM.DD using category 4.

Please book as soon as possible and at least one week before the event via our web site [www.pmi.org.uk](http://www.pmi.org.uk). Look under Events/London then click on the “Book” icon to the right of the e title. We encourage you to attend these events to take advantage of the opportunity to network your colleagues and learn more about this growing profession.

I look forward to seeing you there.

Jonathon Simon PMP

Chair, London Committee, PMI UK Chapter



## Our Speaker - David Hillson

**Dr David Hillson** PMP FRSA FIRM FCMI HonFAPM is **The Risk Doctor**. He is an international risk management consultant, and Director of Risk Doctor & Partners ([www.risk-doctor.com](http://www.risk-doctor.com)). He is recognised globally as a leading thinker and expert practitioner in risk management, and he has made several innovative contributions to the field. He writes and speaks widely on the topic and has received several awards for his work. David's speaking, writing and consultancy is shaped by his motto "Understand profoundly so you can explain simply", which ensures that his work represents both sound thinking and practical application.

David has over 25 years experience in risk consulting and has worked in more than 40 countries, providing support to clients in every major industry sector, including construction, telecommunications, pharmaceutical, financial services, transport, fast-moving consumer goods, energy, IT, defence and government. David's input includes strategic direction to organisations facing major challenges as well as tactical advice on achieving value and competitive advantage.

David is active in the Project Management Institute (PMI®) and received the PMI Distinguished Contribution Award for his work in risk management. He was a founder member of the PMI RiskSIG and served on its Board from 2007-2009. David has been a core team author for the risk chapter of the PMBOK Guide® since 1998, and was also a core author for the 2009 PMI Practice Standard in Project Risk Management.

## Meet your PMI Colleagues!

Share your experience and ideas with other project management professionals at Chapter meetings. This is London's regular networking forum for Project Managers.

Interest in project management and its development as a professional discipline is growing. The Chapter meetings in London provide a great opportunity for members to express and develop their ideas with colleagues.

## Venue Location

### IBM in South Bank

#### Directions

IBM United Kingdom Limited  
76/78 Upper Ground  
South Bank  
London SE1 9PZ  
Telephone: 020 7202 3000  
Fax 020 7928 4464

#### By car

South Bank is less than half a mile from Waterloo station. From the main roundabout to the north of the station, take the Stamford Street exit and then first left into Cornwall Road. The IBM building faces you at the end of Cornwall Road. **Parking** There are public car parks close to South Bank, but they can be expensive. Meter parking is also available in the streets nearby. Parking for disabled drivers can be arranged by calling **020 7261 0618**.

### **By underground**

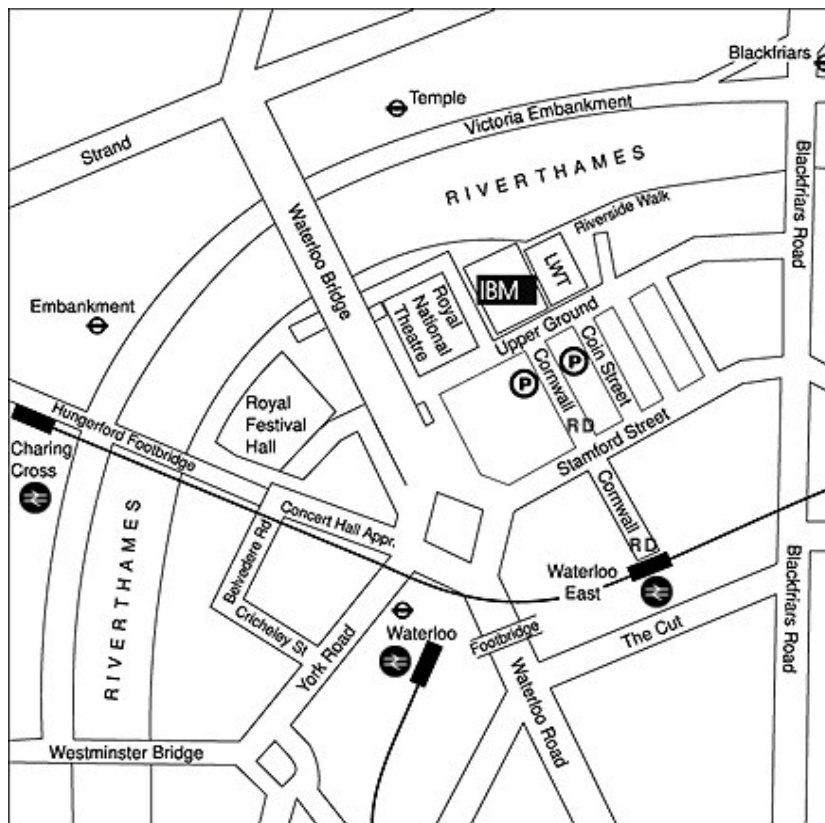
Tube maps are available from most underground stations. Waterloo is on the following underground lines: Northern, Bakerloo, Jubilee and Waterloo and City. The Northern line has two branches, so make sure the train you board is going to Waterloo. The Waterloo and City line links Waterloo to Bank station on the Central line. Travel information for London Underground is available on 020 7222 1234.

### **On foot**

Walking from the stations is straightforward, though you may prefer to take a taxi. From Waterloo Station it is approx a 10min walk. IBM's South Bank building is located between the Royal National Theatre and the London Weekend Television Studios. From Waterloo, follow the signs from the station for the South Bank. Get to road level, York Road, and head north towards the rail bridge, bear left under the bridge, into Concert Hall Approach, heading for the Royal Festival Hall. Turn right onto Belvedere Road (which becomes Upper Ground as you walk under the bridge) past the Royal National Theatre, and IBM is on your left.

From Waterloo East walk up Cornwall Road and IBM is opposite you.

From Blackfriars, walk over Blackfriars Bridge, turn first right into Upper Ground and IBM is just past LWT Studios.



For details of the PMI UK Chapter's other events and to book your place please log on to [www.pmi.org.uk](http://www.pmi.org.uk)