

**DATE:**

30th April 2019

**TIME:**

18:00

**LOCATION:**

Shell,  
Woodbank House  
Pifodels  
North Deeside Road  
Cults  
Aberdeen  
AB15 9PN

**COST:**

Free for PMI Members.

If you are not a Member then please contact us regarding Chapter Membership at [service@pmi.org.uk](mailto:service@pmi.org.uk)

**PDU:1.0**

Please book by Thurs 25th April using our web site at [www.pmi.org.uk](http://www.pmi.org.uk)

We encourage you to attend these events to take advantage of the opportunity to network with your colleagues and learn more about this growing profession.

## PMI UK's Aberdeen Branch

### Blinking Fast and Slow (The importance of cognitive biases)

#### Main Speaker: Billy Grierson

In 2005, Malcolm Gladwell published the book "Blink. The Power of Thinking Without Thinking." In it he argued that it is better to trust our gut instinct than to take time to think about a decision. In 2011, Nobel Laureate, Daniel Kahneman published the book "Thinking, Fast and Slow", which argued the exact opposite. Both books laid out good evidence to back up their claims and both authors are well respected in their fields. So, which is right? Is it better to take time to consider decisions, or should we just trust our instincts? Actually, the answer is that both are right.

This presentation will look at how the mind processes information, why our instinctive responses can lead us astray, and when it is better to trust them.

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#### SPEAKER



#### **Billy Grierson, Perth Innovation**

Billy spent more than 30 years in the chemical industry. Working globally for Ciba and BASF, and with external contacts such as P&G, Beiersdorf, Lawter, Akzo-Nobel, Sun Chemical and other ink makers, Sopheon and Leeds University, he has developed an understanding of how companies fail to solve problems and what tools and techniques can be used to improve their success rate. These tools have been applied successfully across a wide range of industries (Chemical, Engineering, Water Treatment, Construction, Electronics, Oil and Gas). Billy now has a consultancy called Perth Innovation. As the name suggests, it is based in Perth and is focused on all aspects of Innovation including making these tools and techniques available to an even wider range of companies and industries. the management of that phase.

..... GETTING HERE .....

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Shell's Woodbank House is on the North Deeside Road at Pitfodels.

The entrance is on the A93 opposite Pitfodels Station Road. Ample free car parking is available.

