



How to Measure Anything in Innovation: AI Edition

Douglas W. Hubbard

Course Objectives

What do we mean by AI innovation? Can we measure it? And if we can measure it, can we get better at it? Douglas Hubbard will apply the concepts of How to Measure Anything to common and complicated problems facing organizations who want to unlock the practical consequences of AI innovation, but aren't sure how to define, measure, and optimize initiatives. We'll address the following topics:

- A Measurement-based review of where AI stands now
- Measurement misconceptions of AI innovation
- Why measuring AI innovation and creativity is practical and critical
- Practical suggestions for what to measure about AI innovation
- AI risks and other impacts

Who should attend?

- Management
- Anyone involved with Decision Making
- Anyone involved with forecasting or estimation
- Project Managers
- Budget Managers

Course description

How to Measure Anything in Project Management

Douglas Hubbard will explain how quantitative methods can be applied to even the most challenging measurement problems in project management. He will demonstrate how to use the Applied Information Economics (AIE) methodology to measure any intangible in project management and evaluate project risk like an actuary. By applying quantitative methods to project management, you will learn how to make measurably better decisions when managing and prioritizing projects no matter the size. We'll address the following topics:

- Understanding what is wrong with current project risk management methods
- Thinking about project measurements and project risk more like a scientist and actuary
- How to better approve and prioritize projects
- How to build Monte Carlo simulations to estimate the value of a project
- Knowing what to measure based on the Value of Information calculations
- Modeling and measuring the risk of project failure

How to Measure Anything in Innovation: AI Edition



Price

€ 320

€ 220 (members IIA Greece)



Venue

virtual seminar via
tele-conference

CPE's: 4

ΩΡΕΣ: 4

Καλύπτει τις απαιτήσεις του Ν.4849/2021 για τους Εσωτερικούς Ελεγκτές

Curriculum vitae

Mr. Douglas W. Hubbard is the inventor of the powerful Applied Information Economics (AIE) method. His management consulting career started 35 years ago with Coopers & Lybrand, focusing on the application of quantitative methods. The last 25 years he has completed over 200 projects for the application of AIE to solve current business issues in many areas including IT benefits and risks including cybersecurity, engineering risks, market forecasts for pharma and medical devices, environmental policy, mergers & acquisitions, Silicon Valley startups, the likelihood of success of new movies, and military logistics to name a few. His AIE methodology has received critical praise from Gartner, Forrester, and others.



He is the author of the following books (all published by Wiley, between 2007 and 2023):

- *How to Measure Anything: Finding the Value of Intangibles in Business* (one of the all-time, best-selling books in business math)
- *The Failure of Risk Management: Why It's Broken and How to Fix It*
- *Pulse: The New Science of Harnessing Internet Buzz to Track Threats and Opportunities*
- *How to Measure Anything in Cybersecurity Risk* (co-authored with Richard Seiersen)

His books have sold over 180,000 copies in eight languages and are used as textbooks in dozens of university courses including the graduate level. *How To Measure Anything* has been on the required reading list for the Society of Actuaries exam prep. In addition to his books, Mr. Hubbard is published in the prestigious science journal *Nature* as well as publications as varied as *The American Statistician*, *CIO Magazine*, *IBM Journal of Research & Development*, *Information Week*, *Architecture Boston*, *OR/MS Today* and *Analytics Magazine*.



The Institute of
Internal Auditors
Greece

Registration - Information: tel. +30 210 8259504, e-mail: training@hiia.gr