

## Presentation Abstracts

### Getting started with System Dynamics – Concepts and applications.

**Kim Warren (Strategy Dynamics)**

Building system dynamics models to tackle time-based challenges and plans is now easier, faster and more reliable than trying to do the same thing with spreadsheets. The resulting models are also much easier for you and others to understand and to work with. Nor is it technically complex - it follows just a few basic principles, and uses simple arithmetical relationships between well-known real-world elements. It can even handle estimations in a very intuitive way.

This workshop will get you building a working model straight away, and show how those core principles work. We will also point you to a large resource of already-built models that capture very common structures that may arise in all kinds of different cases. Together, these inputs will give you a platform for going on to build more models of your own. You will only need to bring a PC of some kind (tablets just don't have the screen-space to build models) and we will get you online to use the software.

**Kim Warren** is an experienced strategy professional, teacher and writer. After 15 years in senior strategy roles in the petrochemicals, brewing, hotels and leisure industries, Kim joined the faculty at London Business School, to teach on MBA and Executive programs. Realising serious limitations with the strategy methods available, he developed the powerful strategy dynamics frameworks.

Kim's strategy dynamics work over many years has spanned business cases in most industries and regions of the world, assisting with both continuing plans and one-off challenges. Most recently, the method has proved to be transferable to non-business domains, including International Aid and the provision of elderly-care capacity. The approach is also providing a reliable platform for building confidence and raising finance for early-stage ventures.

Kim is author of the prize-winning *Competitive Strategy Dynamics* (Wiley, 2002), a major strategy textbook *Strategic Management Dynamics* (Wiley, 2008), and summary e-book now widely used in MBA and executive teaching – [Strategy Dynamics Essentials](#) (Kindle, 2011). He is also co-founder of [Strategy Dynamics Ltd](#), which publishes "serious games" and other dynamics-related learning material for management, and the user-friendly modelling application, [Sysdea](#).