

## Workshops

### **Practical Lessons from applying System Dynamics in consultancy.**

**David Exelby (Decision Analysis Services Ltd)**

Application of Systems Dynamics in a consultancy setting offers varied challenges and rewards often in contrast to what we may learn or research in an academic setting. This presentation will draw on Dave's experiences from formal training in systems science through his career that has had an unbroken thread of System Dynamics although the "colour and thickness" of that thread has changed along the way. He will describe key case examples from this journey and draw some conclusions on direction for the future.

**Dr David Exelby** is a managing consultant with Decision Analysis Services Ltd (DAS). DAS is a team with a shared vision of solving strategic challenges facing government and industry decision makers. DAS offers novel solutions to our clients across a diverse range of sectors based on our expertise in strategic management, cost analysis, risk management and systems modelling. David has over 20 years experience in the application of systems thinking and system dynamics as part of strategy consulting to government and private sector clients. Clients include those within oil and gas, electricity, pharmaceuticals sectors and global brand owners of consumer goods. Government consulting has focused on defence analysis for UK MoD and USA DoD. David has been a policy council member of the International System Dynamics Society, is a founder of the UK SD Chapter and is an experienced SD trainer.