

Gerald Ashley

Expert on Business Risk & Strategic Decision Making

"Gerald always seeks to bring fresh new ideas and thinking to the area of business risk and strategy"

Gerald Ashley has over forty years of experience in international financial markets, having worked in London, Hong Kong and Switzerland. He is now an advisor, broadcaster and writer on topics that affect all businesses at any level covering risk analysis, strategy, behavioural economics and change management.

TOPICS:

- Uncertainty, Risk and Strategic Business Decision Making
- Creating Value and Growth – The Key Factors
- Messes, Problems and Puzzles - Decision Tools for Tackling an Uncertain Future
- Innovation – The Growth Opportunities in Uncertainty
- Systems Thinking – The Critical Element in Making Sense in a Complex World
- Dead Reckoning - What is Wrong with Current Financial Risk Management?
- Emergence – The Importance of Understanding Complexity, and why "Unpredictability" is a Common State of Affairs
- The Ludic Fallacy – The Fatal Dangers in seeing Business as a Game

LANGUAGES:

He presents in English.

PUBLICATIONS:

2011	Tangled World
2010	Two Speed World
2009	Financial Speculation - Trading Biases and Behaviour

The Ludic Fallacy – The Fatal Dangers in seeing Business as a Game

IN DETAIL:

Gerald is co-founder and MD of St. Mawgan & Co a London based consultancy specialising in risk management, business strategy and behavioural modelling in finance. He challenges classical economic models that use linear and rational processes to predict behaviour in various fields, arguing that decision-making is more complex and influenced by context and biases. Gerald is a Visiting Fellow at Newcastle Business School and a Fellow of the Royal Society of Arts.

WHAT HE OFFERS YOU:

His work is highly focused and concentrates on solutions and offering advice to decision makers on how to understand the big trends in business and finance; and how our own biases and behaviours can affect the way we either succeed or fail in new environments. Through entertaining examples, he exposes the flaws in conventional problem-solving and risk assessment and encourages adopting new contextual ways of thinking.

HOW HE PRESENTS:

Gerald is a passionate, witty and provocative speaker who seeks to inform, entertain and occasionally challenge received wisdom and enjoys slaughtering sacred cows! In addition to speaking Gerald is an experienced chairman of conferences and seminars; and an effective moderator of panel discussions and delegate Q&A sessions.

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