

**Special Interest Group: Innovation, Value Creation and Opportunity**  
**3 June 2009**

The speaker was Marion Brown and her slides and notes have been uploaded for members to see. Marion set out a clear path of how to understand the factors affecting both organisations and people within those organisations. Armed with this understanding (or analysis) we can better communicate risk issues so that the audience understands more easily the issues.

The talk shows ways to analyse the culture of an organisation so that key messages are directed where they will count. Organisations have lifecycle curves from growing to ageing and the way the emphasis will change depending on where they are in the cycle.

It is the same with people which Marion classified as Producers, Administrators, Entrepreneurs and/or Integrators. This along with ensuring we include all 4 ways that people take in information is key when we present our case for better risk management.

The materials are included here and Marion's contact details can be found on the slides. The Group would like to thank Marion very much for her wide ranging and thoughtful talk.