



# DAAG 2017

## *Call for Papers*

## **Building Better Organizations** **Culture ♦ Choice ♦ Change**

The next meeting of the Decision Analysis Affinity Group will be held **15-17 March 2017** in **New Orleans, LA**. The meeting will showcase decision analytics under an overarching theme of “Building Better Organizations.” In particular, the conference will highlight the roles of:

- societal and corporate culture on business needs;
- recognition and development of choices for business action;
- anticipation and engagement of change for business success.

Culture, choice, and change... these lay at the foundation of successful implementation and development of high quality decisions in organizations. Improved understanding and appreciation of culture, choice, and change may be immediately leveraged by organizations on the journey toward improved organizational decision quality in key areas such as:

- improving talent development and retention;
- increasing efficiency of operations;
- improving business agility;
- increasing resource allocation effectiveness;
- increasing company and workgroup adaptability;
- improving and aligning business strategies.

As the DAAG 2017 program co-chairs, we invite you to not only attend the 2017 conference, but also to actively participate by presenting your work to our community of DA colleagues.

Perhaps you have a DA application or project that you'd like to share? A case study that would interest and benefit your colleagues? Consider a submission! Who knows... your contribution may highlight that glimmer of culture, that glint of choice, or that gleam of change that will light the way forward for others on their quest to build better organizations!

Please send an email with your proposed presentation idea to [lippard.leslie@gene.com](mailto:lippard.leslie@gene.com) or [jcfelli@lilly.com](mailto:jcfelli@lilly.com). Proposals will be accepted through **15 November 2016**. We can't wait to see what you have to offer!

With sincere excitement,  
Leslie Lippard  
Jim Felli  
DAAG 2017 program co-chairs