Forecasting in Practice Track, Featured Speaker
Date: Monday June 22, 11:15-12:30
Venue:

Managing the Performance of a Forecasting Process

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Abstract: For practitioners it is important that forecasting should, like every other process, add value to the business. In this talk Steve will explain how to measure the how much value any forecast adds and what scope there is to improve this, mindful of the fact that some error is unavoidable. He will also describe the shortcomings of some traditional error metrics and how to overcome them and share examples of how more robust measurement systems can be used to improve the quality of forecasts.

Bio: Steve has 30 years of practical experience in designing and running performance management systems as a Finance professional at Unilever, and is author of Future Ready: How to Master Business Forecasting. His book is aimed at a general business audience but he has also contributed articles to Foresight on forecastability, FVA and other technical subjects. Steve is the creator of ForecastQT, a forecasting performance management application in the Cloud, which exploits the insights and innovations described in his articles.