

## **SESSION 9 - Decision Making in a Grey Swan Event Summary**

A Grey Swan is an event we know is possible but because it is remote we fail to understand its potential impact or how many resources to devote to preparing against it. Aon partnered with Pentland Analytics to comb through 40 years of Grey Swans across industries to better understand their impact and how we can better address them. During the course of the session we'll define the Grey Swan, see how we can measure the value impact, and how we can manage these threats.