



# *Game Theory at Work*

**When change is the name of the game...**

**and you want higher productivity, reduced expenses and increased efficiency.**

***Presented by:***

**Douglas J. Zogby, CPCU**

Sign up by close  
of business  
**Tuesday  
June 9th**  
for the  
discounted rate

**Sign Up  
Now!**

[Click here](#)

**Meeting is:**

**Friday,  
June  
9th**



**"Unleashing the secrets of Game Theory so that business leaders and organizations can predict how others will react in situations involving interdependencies and credible threats."**

A mysteriously interesting presentation which takes Game Theory from the halls of academia to practical use in business environments.

- Do you struggle with trying to understand the ultimate goals of others and the options open to them?
- Does blending mutual and conflicting interests seem like a contrary strategy to you?
- What would you do if you knew in advance your opponents strategy?
- Do we really benefit from choices? Eliminating options can increase your payoff.

All this predicting, won't a simple crystal ball do the trick? Not quite! You can master these mystical secrets yourself by understanding the powers that Game Theory can bring to the analysis of rational behavior in situations involving interdependencies.

**Meeting Location:**

**IMC-AZ Meeting Room  
University Club of Phoenix**

**39 E. Monte Vista  
Phoenix, AZ 85004  
(602)254-5408**

**7:15 - 7:45:**  
Registration,  
Networking, Breakfast

**7:45 - 9:00:**  
Main Presentation

**9:00 - 10:00:**  
Session after the  
Session

### ***About Doug Zogby***

Doug Zogby, CPCU  
Got Game! Consulting



Before starting his consulting practice, Got Game! Consulting, Doug Zogby spent 25 years in the Property and Casualty Insurance

**Mark your  
calendars  
for IMC's  
July meeting**

**We are planning  
this as a  
teleconference.**

industry, holding numerous senior management positions in Marketing, Underwriting and Operations. Throughout his management career Doug has focused on the benefits of using Game Theory as a strategic management tool.

Doug has taken the Game Theory platform from textbooks to real world application as a tool to support and enhance processes such as strategic planning, negotiations, coaching, bidding and contracting. Through this he has branched out and expanded this theory to include generational issues in the workplace and Agent Based Modeling. This process has been branded as Got Game! Theory.

Got Game! Consulting works with any type and size of organization. In situations where Game Theory is not applicable or appropriate, Doug relies on his 25 years of management experience to help the client achieve their desired results.

In addition to his consulting practice Doug participates in a volunteer consultancy through the Executive Service Corp of Maricopa County, benefiting non-profit organizations in and around his current home of Phoenix, AZ. He recently completed a strategic planning project for Arizona Action for Foster Children, and is currently working on a board development project for De Colores Shelter, which is an agency of Chicanos Por La Causa. Got Game is also a supporter of Habitat for Humanity, and plans to continue its corporate sponsorship of their annual fundraising fashion show called "Blueprints and Blue Jeans."

Doug graduated from the State University of New York in 1978. He earned his Chartered Property and Casualty Underwriter (CPCU) designation in 2003, and is an active member of the local and national CPCU organization. In addition, Doug teaches CPCU courses to aspiring CPCU candidates in the Phoenix area.

Doug is an accomplished speaker, and continues to practice his craft through his membership in Toastmasters International, where he has achieved the prestigious Competent Toastmaster (CTM) Designation.

Doug also maintains membership and is active in the following associations; American Society for Training and Development, the Institute of Management Consultants, the International Society for Performance Improvement, and the Game Theory Society.

**...stay tuned  
for more  
details and  
information!**

**IMC Members  
can bring a  
guest for only  
\$20**



Don't forget about  
**"The Session after the Session"**

*Have you ever left an IMC-AZ meeting wishing you could get more about a topic or explore more deeply a part of the topic and how best to apply it to your business? Well, this year we are giving you that opportunity. Please join us after the general meeting.*

Stay for the June Session after the Session, where we will engage in a deeper dialogue with our speaker on how IMC members can apply Game Theory to their business.

---

**For questions or comments, please call:  
IMC at (480) 423-0263  
or visit  
[www.IMCAZ.org](http://www.IMCAZ.org)**

---

### FAQ's

**How much does it cost to join the IMC-USA?**

There are various levels of membership. A Professional Member status has many benefits and costs \$295/yr + application fee. Fees are paid directly to the national organization. For details [click here](#) .

**Is there also a membership fee for the Arizona Chapter?**

No. Once you are a member of IMC-USA, you enjoy low rates to attend the meetings.

**Can a guest attend without being a member?**

Yes. The cost for the meeting will be somewhat higher than that which a member pays.

**If I am a member and want to invite a guest, can I get a special rate?**

Yes. Members can bring a guest and pay only \$20 for that guest.