

# Strategic Decision Making Made Ridiculously Simple

Program Faculty

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- **Sharpen your managerial decision making skills**
- **Improve the effectiveness of your decision processes**
- **Examine the latest decision making theories and practices and determine applicability for your organization**

## Who Should Attend

This program is designed for anyone within the organization that is leading a group of people, who wants to increase the effectiveness of the decisions they make individually and collectively.

## Overview

While we all make decisions all the time, most of our decisions do not lead us to the desired results. Fifty years of research and application have shown that this is easy to fix. You will learn that all decisions are based on the value and factual judgments you make. You will learn how these judgments are formed and the techniques, decision processes, and information technologies that influence them.

## Learning Objectives

This 2-day seminar will improve your ability to make decisions within your organization, for yourself and your direct reports. By understanding what happens when you make a decision, you will understand how to improve it.

## Unique Features

Your learning will be enriched by lectures, class discussions, exercises, and an in-depth analysis of an actual organizational decision. Within each of these teaching modalities, you are an active player in the learning process and in the array of managerial decisions that must be reached.

## Program Focus

This program is designed to expand your understanding, in an integrative manner, of how you make decisions in three key areas:

### *Value Judgments*

Your decisions of what to do at any given moment depend on your value judgments about the future state you desire, whether you think about it explicitly or not. You will learn easy, rigorous methods for working with these value judgments that are well studied.

### *Factual Judgments*

Your decisions also include factual judgments about how the world works, enabling you to decide how act to achieve your desired results. You will learn about straightforward techniques for making these judgments explicit.

### *Behavioral Judgments*

Given your desired outcome and your understanding of how the world works, you update your understanding of the current status of the system by seeing how it is behaving. You will learn easy methods for validating these behavioral judgments.

## Dates

October 21-22, 2004 in Mexico City  
October 25-26, 2004 in (TBD)