

## Introduction to Decision Making Management

### Course Description

Decision Making Management is not a new topic; however, the 'what' criteria to make a decision and the 'how' and 'when' is much more challenging. Given corporate pressures, normally a decision to buy a product or service investment comes down to price, without analyzing the impacts for long-term growth and sustainability. The result could lead to project failure with little financial gain and internal morale lost.

This workshop helps to improve access to corporate knowledge by bridging and simplifying information of decision-making into realistic and pragmatic terms. By learning a practical framework to formulate the 3D Analysis: **Depth** (of information), **Focus** (tasks and ownership to formulate impacts) and **Measures** (financial, operational) and discussing it in real terms, can you utilize this information for 'practiced learning', and formulate your own 'learn and buy' scheme for better decision-making skills.

### What do you Take Away

- **A tool-kit of information** – Each participant will receive a tool-kit of information, ranging from practical templates and checklists, to the frameworks and timelines you can use to help you make better, quality decisions on your next investment decision.
- **Practical Information** – We know that there are a diverse number of decisions. The workshop attempts to cover various sectors and decision scenarios to understand the different types of questions to be asked, as well as the type of structure and criteria to use when making a tactical decision. Case studies will be used to provide further 'hands-on' experience.
- **Diverse experiences** – Jennifer Peltenburg, Managing Director of ETUTSA, is a lecturer for Kingston University's MBA Change Management program, incorporating both positive and negative effects of decision-making. Further, she has had years of valuable knowledge on both sides of the decision-making table: from Senior sales & Business Development to Senior Consultant in both large & small organizations. Working with multiple cultures, diverse cultural organizations in a variety of vertical markets, Jennifer has experienced the triumphs and failures of decision-making.

### Who Should Attend?

The diverse reasons for making better decisions indicate that professionals in any number of disciplines could attend to gain insight and increase your knowledge base.

- Leaders and decision-makers within your firm,
- Management in a variety of departments (ie. ICT, marketing, HR, sales, finance, etc.) would benefit to gain further insight into how decisions are made
- Consultants may find this useful in their own business as a way to understand customer's needs and requirements for better planning and preparation before implementation.

## Course Requirements:

An academic or equivalent background and/or equivalent professional work experience is required for enrollment.

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## Schedule

8:15 – 9:00	Course Registration & Coffee
9:00 – 9:30	Introduction to Decision-Making – Defining Decisions
9:30 – 10:15	Conceptual Framework – Driver Analysis to Solution Implementation: Evaluation of the current process versus the future process
10:15 – 10:30	Coffee Break
10:30 – 12:00	Tactical Decision-Making: A step-by-step process <ul style="list-style-type: none"><li>• When to Decide (Timeline and Analysis)</li><li>• What to Decide</li><li>• How to Decide</li></ul>
12:00 – 12:30	Lunch
12:30 – 13:30	Decision Scenarios – Practical approaches using the process Balancing Measures: Making the Decision
13:30 – 14:45	Case Study #1: Using the information and frameworks
14:45 – 15:00	Review of Case Study #1
15:00 – 15:15	Coffee Break
15:15 – 16:30	Case Study #2: Advanced information & analysis
16:30 – 16:45	Review of Case Study #2
16:45 – 17:15	Conclusions & Evaluation