COMMENTS FROM SEMINAR PARTICIPANTS:

“The instructor was knowledgeable and used practical examples to make the information stick!”

“This session nailed what I was looking for and gave me ideas to use, personally and professionally, while providing me a process to implement at my organization.”

“This program forced self-reflection and self-analysis in a safe space (low risk). I enjoyed the presenter’s energy, enthusiasm, humor, and personal stories.”

“Good structure for decision-making supported by relevant examples and opportunities for discussion.”
PROGRAM INTRODUCTION:
Decision making is a central element of strategic processes within firms. A firm’s strategic position, resource sets, and degree of competitive advantage are the outcome of a string of “big-bet” strategic decisions. Thus, these decisions are central in determining the strategic success or failure of the firm. However, manager’s experiences, stories in the business press, and academic research all demonstrate that the strategic decisions often fail. Are these failures an inevitable outcome due to the riskiness of the decisions, or are they predictable surprises?

In this program, we will explore the process of strategic decision making and will aim to identify issues that both impede and improve the likelihood of decision success. In our discussions, we will examine how the characteristics of decision makers, the structure and dynamics of the decision team, and the steps used in the decision process all impact the likelihood of decision success.

At the end of the program, participants will have new insights on the factors that predictably but unnecessarily lead organizations to fail in the strategic actions they undertake and the tips they can employ to avoid predictable surprises.

KEY LEARNING OUTCOMES:
After attending this program, participants will have learned how to:
• Effectively frame a decision
• Structure the decision process
• Better draw in decision stakeholders
• Foster decision involvement
• Select from a strong set of alternatives
• Avoid common decision pitfalls
• Understand their own decision biases
• Create the conditions for decision implementation

WHO SHOULD ATTEND:
This program is designed for mid-level to senior-level management such as vice presidents, general managers, division or department heads, project team leaders, director and others in key decision making positions for their organization.

PRICE & REGISTRATION:
$1295. – full tuition (includes materials, meals and certificate of completion)
$995. – early bird registration (available 30 days in advance of program date)

FACULTY INSTRUCTOR:
Gerry McNamara, Ph.D.
Eli Broad Professor of Management
Broad College of Business
Michigan State University

SELECT LIST OF PAST PARTICIPATING COMPANIES
American Axle and Manufacturing
BOSTONtec
Comerica Bank
Consumers Energy
Credit Union ONE
Dawn Foods
Dow Chemical
DTE
Eaton Corporation
Federal-Mogul
Fiat Chrysler Automobiles
Gordon Food Service
Greystone Farm Credit Services
Hanover Insurance Group
Harland Clarke
Health Alliance Plan
Isuzu Manufacturing
ITM
Medical Advantage Group
MESSA
Michigan State University
MPHI
Open Systems Technologies
Sparrow
Spectrum Health
State of Michigan
Takata
TechSmith
UAW
Viking Products
Vita Plus
WK Kellogg Foundation

SCHEDULE:
8:30 a.m. Introductions, Overview and Decision Exercise
9:15 a.m. The Decision Process and Eight Common Decision Pitfalls
12 p.m. Lunch
1 p.m. Team Structure and Dynamics
2 p.m. The Individual Level
• Key Decision Heuristics and How to Avoid Them
• Personality and Motivation
4:30-5 p.m. Conclusion, Wrap Up

Program content is correct at the time of printing, but may be subject to change.

For more information, go to: execed.broad.msu.edu

“Wow…Gerry’s enthusiasm was outrageous! I was able to relate the material to my current role and responsibilities and see how to immediately put it to use.”