

STRATEGIC DECISION MAKING

11 & 12 OCTOBER

Are bad decisions costing your business?
Do you want to “**move the needle**” of
value creation by making better, more
strategic decisions?

Missed opportunities and/or reckless choices are common failures in making decisions and can have disastrous consequences for business and economies. From the Columbia space shuttle disaster, to the elimination of Blackberry, Kodak and Nokia – all of these could have been avoided with rational, strategic decision making. Based on the work of five esteemed professors – Daniel Kahneman, Dan Ariely, Nassim Taleb, Gary Klein, and Ron Howard – in the fields of behavioural science and decision analysis, “Strategic Decision Making” introduces you to a distinctive solution developed at Stanford University’s Department of Management Science and Engineering.

OUTCOMES

This workshop develops the participants’ awareness of:

- the modern context for strategic decision making (fast, complex, uncertain)
- why it often goes wrong (focus on cognitive biases and decision analysis)
- and some practical tips to improve the quality of strategic decisions.

Participants practice using a case where they identify cognitive biases. They also participate in an end-to-end case applying decision analysis techniques.

CAPE TOWN ZAR 9 750

Including lunch, drinks & dinner with the presenters.

OTHER METROS

An additional ZAR 4 950

- Return flights
- Accommodation for 1 night and airport transfers

20 places only, so don’t delay.

OUR PRESENTER:



Wayne Borchardt
An expert in
strategic
decision making.
Founder and Chief

Executive of The Decision Advisory Group, Wayne Borchardt has over 23 years of strategic consulting and engineering to his name. His experience spans local and global businesses and multiple industries, which fuelled his passion and subsequent development, training and communication of Behavioural Science and Decision Analysis concepts while at Accenture Strategy. Now, he aims to help executives drive up the quality of strategic decision making.

WHO IS THIS WORKSHOP FOR?

- This leadership methodology applies to all top level executives and senior management charged with making critical strategic decisions, across ALL industry sectors; especially when revenue is in excess of R100m.
- We're looking for individuals who are open-minded and intellectually curious about honing their skills for future complexities. The impact will be positive on both your business and personal life.

ABOUT THE SERIES

EXECUTIVE EDUCATION

Recognising that the world is rapidly being changed by intelligent technology, Red & Yellow introduces a series of 2-day intensive workshops to help senior executives and progressive leaders stay ahead of the curve.

We've partnered with best-in-class industry practitioners across a variety of topics that focus on 'human skills' and creative business thinking.



**BOOK
NOW**

+27 21 462 1946
info@redandyellow.co.za
www.redandyellow.co.za

DAY 1: 11 OCTOBER

DEFINING THE PROBLEM

We will unpack why it's important to think strategically about your decision making and look at why it often goes wrong.

DAY 2: 12 OCTOBER

SOLVING THE PROBLEM

On the second day you will learn what you should do about decisions that have gone wrong and how you can make better decisions in the future.