Program Objectives

EXECUTIVE DECISION MAKING

1. Rational Decision Making
   1a. Essential Tools for Rational Decision Making
   1b. Mistakes and Biases

2. Effective Use of Information
   2a. Seeking and Interpreting Information
   2b. Thinking Critically About Information

3. Maximizing the Expected Value of your Decisions
   3a. Sustainability and Long-Term Decision Making
   3b. Integration and Reflection: Putting These Lessons to Use
Program Objectives

EXECUTIVE DECISION MAKING

1. Rational Decision Making

**Essential Tools for Rational Decision Making**
- Comparing alternatives with multi-attribute decision making
- Thinking through uncertainty and probability
- Assessing risk and reward with expected values
- Thinking through complex contingencies with decision trees

**Mistakes and Biases**
- One-sided evidence
- Mental accounting
- The endowment effect
- Mental availability
- Selective information exposure

*This is a sample of the program topics. Objectives are subject to change.*
Program Objectives

EXECUTIVE DECISION MAKING

2 Effective Use of Information

Seeking and Interpreting Information
- Confirmation bias
- Omission neglect
- Assessing skill
- Social filters
- Framing
- Thinking about others and the failures of perspective-taking

Thinking Critically About Information
- Experiments vs. observational data
- A/B testing and experimental design
- Balancing the interests of different stakeholders
- Applying rational tools in complex organizations

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EXECUTIVE DECISION MAKING

3 Maximizing the Expected Value of Your Decisions

Sustainability and Long-Term Decision Making
Thinking about the larger goals of your business
Trading off competing interests
Anticipating the downstream consequences of your decisions
Case studies in executive decisions

Integration and Reflection: Putting These Lessons to Use
Change habits of mind that aren't serving you
Change dysfunctional organizational routines
Coach those with whom you work to help them make better decisions
Putting these lessons to use

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