



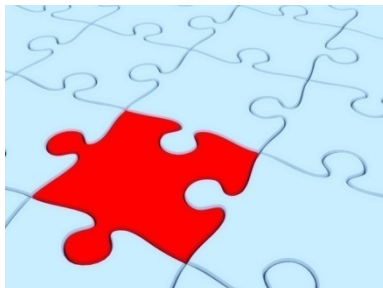
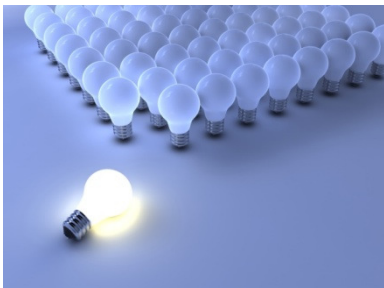
# McKastle

ASSOCIATES LTD

innovation | strategy | technology

## EFFECTIVE DECISION MAKING

**A one day intensive training programme on effective  
decision making, for Engineers, Scientists, and  
Technologists**



## HIGH TECHNOLOGY SECTORS NEED PEOPLE WITH STRONGER AND BROADER SKILLS

“High-Technology sectors need a strong supply of people skilled in science, technology, engineering, and mathematics. However, narrow technical skills are not sufficient for innovation. Education and Training must develop the capabilities necessary for innovation, specifically more interdisciplinary skills and stronger business skills.”

**Total Innovation, NESTA, May 2008**

### The Ability To Develop Decisive Leaders is Critical to Your Business

In an increasingly complex and changing world, the ability to make effective decisions is more important than ever. And yet cognitive studies have shown that decision making is often flawed, subject to subconscious biases, fails to cope with conditions of risk and uncertainty, and does not adequately take into account how competitors will react.

**EFFECTIVE DECISION MAKING** is an intensive one day programme which delivers comprehensive training on decision making theory and practice. The programme draws heavily on the emerging discipline of game theory, and includes 2 workshops dedicated to identifying and countering the 10 most common subconscious biases. Packed with real life examples and case studies, together with group exercises and follow on resources, delegates will gain the knowledge required to improve the quality of their decision making.

#### Who Should Attend?

**EFFECTIVE DECISION MAKING** is specifically designed for Engineers, Scientists, and Technologists who manage (or have the potential to manage) projects, people, and budgets within high technology organisations. The programme focuses on their training requirements, as well as providing an excellent networking opportunity.

## PROGRAMME CONTENT

### 1. What is Decision Making?

- Introduction
- Decision Making Processes
- Rational Choice

### 2. Risk and Uncertainty

- Sources of Risk And Uncertainty
- The Decision Tree Toolkit
- Example: Drilling For Oil

### 3. Game Theory & Practice

- Strategic Interdependence
- The Decision Matrix Toolkit
- Example: Petrol Pump Pricing

### 4. Strategic Moves

- What Are Strategic Moves
- The Application Of Strategic Moves
- Group Exercise

### 5. Decision Errors: Workshop 1

### 6. Decision Errors: Workshop 2

## BENEFITS

A one day unique training programme which improves knowledge and skills, develops decisive leaders, and supports career growth and CPD. Programme includes comprehensive workbook, access to follow on resources, certificate for CPD records, and is an excellent networking opportunity.