Brainology: Sharp Decision Making

Do you know we might do illogical decision making?
Do you know how to make decision making without being deceived by our perceptions?

Introduction

From shopping to investing, we can make good decisions simply by avoiding common errors for many routine choices. Leaders must possess the ability to shape opinions, inspire followers, manage risk, and outmanoeuvre and outperform rivals. Making winning decisions calls for a combination of skills: precise analysis and calculation left brains and the willingness to push boundaries and take bold action-right stuff. Leaders need to understand the dynamics of competition, anticipate rival moves, draw on the power of statistical analysis, and be aware of common decision errors--all features of left-brain thinking. But to achieve the unprecedented in real-world situations much more is needed. In business, they have to devise plans and inspire followers for successful execution. In politics, they must mobilise popular support for a chosen program; in the military, commanders need to commit to a battle strategy and lead their troops; in start-ups, entrepreneurs must manage risk when success is uncertain. Since the brain function in decision-making is essential, are you ready to master your brainpower to decide?

Program Objectives

This program aims to:
- Provide an in-depth understanding of the human decision making process
- The influence of bias in the human decision making process

Learning Outcomes

After completing this program, the participants should be able to:
- Use the right tools in decision making
- Avoid mistakes and perform the best decision making for the organisation

Methodology

Gamification, case study, interview, case simulation, quiz, group discussion, lecture, videos.

Who Should Attend
From non-executive to senior management and anyone who wants to master your brain to do the decision making.

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Program Outline

Day One	
Time	Topics
9:00am – 10:30am	**Decision Making in the Uncertainty** This module makes the fundamental distinction between decisions for which we cannot control outcomes and those for which we can. Of course, there is little benefit to wishful thinking or optimism for the former, but positive thinking can be powerful when shaping outcomes. Then, the participants would learn the dimension of relative performance, in which it's not enough to do well but essential to do better than one's rivals. Many studies of judgment and choice omit any competitive dimension, but strategic thinking is crucial when we have to do better than others.
10:30am – 11:00am	Tea Break and Networking
11:00am – 1:00pm	**Win Over Decision Making** The participants would integrate performance and decision making as a whole for them to outperform others who are present. Far from being a rare or unique case, such situations are widespread. When it comes to strategic management, they might even be considered the norm. From there, this module offers different ways of thinking about two well-known biases.
1:00pm – 2:00pm	Lunch and Networking
2:00pm – 3:30pm	**Errors in Decision Making** In this module, participants would learn how to address the standard errors, overconfidence and present a radically different interpretation. The participants would learn the following error - the base rate bias. The essential finding-that people tend to overlook the population base rates—is correct, but the common advice--that we should heed base rates—is incomplete. This module trains the participants to be aware of, identity, and overcome decision-making errors derived from the bias.
3:30pm – 4:00pm	Tea Break and Networking
4:00pm- 5:00pm	**Better Decision over Time** The participants would learn the temporal dimension and make the vital distinction between decisions for which feedback is rapid and tangible and those for which it is slow. For the former, it may be possible to learn through deliberate practice, but for the latter, it is more important to get the decision right the first time. This module trains participants to apply temporal dimension to decision making.

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Day Two	
Time	Topics
9:00am – 10:30am	**The decision of a Leader** This module trains participants to look at decision-making by individuals acting alone to consider decisions by leaders in organisations. It is essential to inspire others to go beyond what might seem justified, which forces us to take a fresh look at concepts like transparency, authenticity, and sincerity.
10:30am – 11:00am	Tea Break and Networking
11:00am – 1:00pm	**Big Data and Decision Making** This topic addresses the issue of decision making with the rise of Big Data. Models can be compelling and often provide remarkably accurate predictions. Yet, in our embrace of decision models, we have misapplied them. The participants would be able to integrate big data analytic into decision making,
1:00pm – 2:00pm	Lunch and Networking
2:00pm – 3:30pm	**Starting Up, Stepping Out** This module explores the winner's curse. The participants would learn through a case study on application through entrepreneurship and new venture creation, once again replacing existing ideas about decision biases with a more realistic and nuanced understanding of how people can and should make decisions in the real world.
3:30pm – 4:00pm	Tea Break and Networking
4:00pm- 5:00pm	**All about Winning Decisions** This module summarises the key lessons for making significant decisions, not in routine settings of consumer choice or investments. As a result, we neither can influence outcomes nor need to outperform rivals—but in complex real-world environments.

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