

“Decision Making” Training Program (English Material)

Course Length: 9 Hours @ 2 days

Course Brief Description

If you want to lead effectively, you need to be able to make good decisions. If you can learn to do this in a timely and well-considered way, then you can lead your team to spectacular and well-deserved success. However, if you dither or make poor decisions, your team risks failure and your time as a leader will probably be brutally short. The techniques in this course help you to make the best decisions possible with the information you have available. They help you map out the likely consequences of decisions, work out the importance of individual factors, and choose the best courses of action. The course will highlight some simple techniques that help you to make decisions where many factors are claiming your attention. It then moves on to explain more powerful techniques, such as use of Decision Trees, 6 Thinking Hats and Cost/Benefit Analysis, which are routinely used in commercial Decision Making.

Course Objectives

At the end of this course you will be able to:

- Learn and implement decision making techniques

Course Outline

Models of decision making and systems thinking

- Types of decision and models
- Organization as systems
- Making better decisions

Strategic decision making

- Competitive strategy
- Strategic thinking and analysis
- Tools and techniques of strategy

Value-based strategic management

- Value-based management
- Searching for a competitive strategy
- Market-driven organizations

Industry and competitor analysis

- Competitor analysis
- Five forces model
- Strategic groups

Source of competitive advantage

- Cost analysis
- Value added and brands
- Differentiation and segmentation
- Improving the product
- Capabilities and resources