



Fueling the Adoption of DQ

**Sponsored webinar for
the Society of Decision
Professionals**

**Carl Spetzler and
Jennifer Meyer**

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Strategic Decisions Group



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Meet Today's Speakers

Featured Speakers



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Program Director,
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Jennifer Meyer
Senior Engagement Manager,
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Hannah Winter
Partner & Managing Director,
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Associate Program Director,
Stanford SDRM

Moderator

Agenda

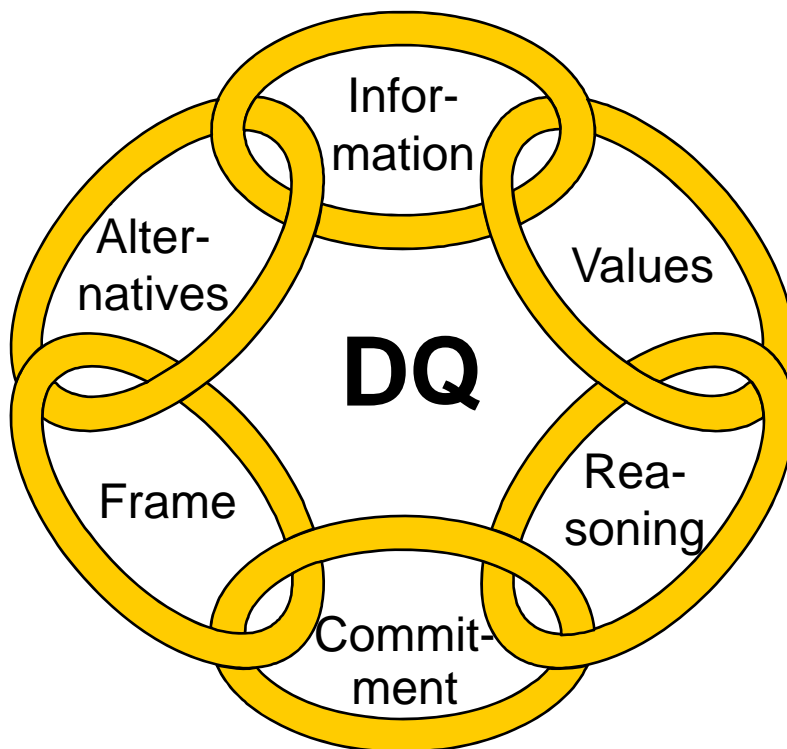
- **The destination: Decision quality (DQ)**
- Engaging decision makers
- What resources do decision professionals already use to engage decision makers?
- New tools for the decision professional:
 - A quick interactive assessment of ODQ
 - An accessible introduction to DQ and the power it provides
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- Next steps

Poll: How familiar are you with decision quality and its application in organizations?

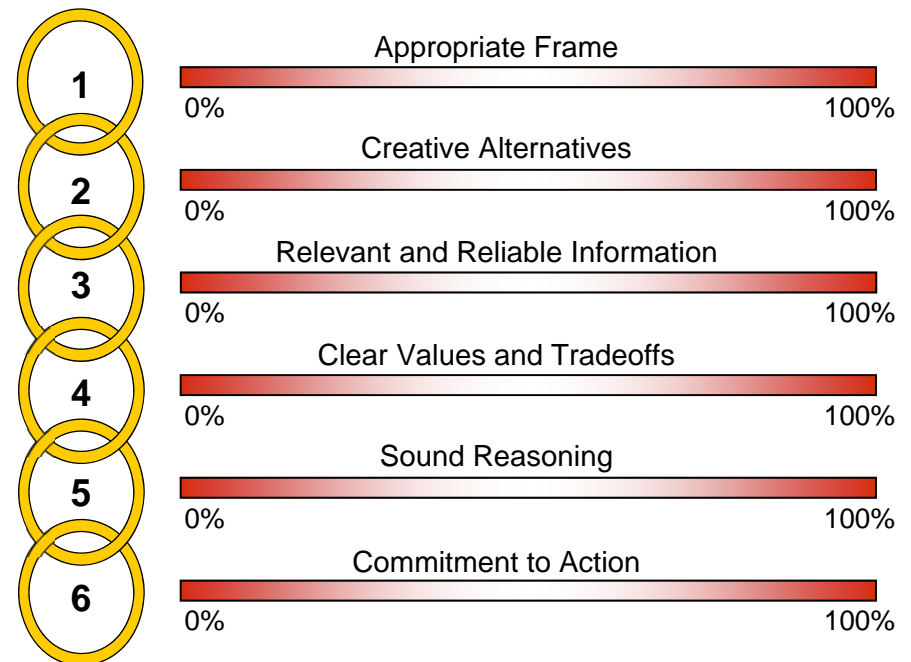
1. **Very familiar** – I know the tools and frameworks of DQ well, and apply them regularly within an organization(s).
2. **Familiar** – I know the tools and frameworks and occasionally apply them.
3. **Somewhat familiar** – I know the concepts but do not or have not applied them.
4. **Not familiar** – I am new to DQ.

Good decisions require a clear goal and an effective way to track it.

The destination: Decision Quality



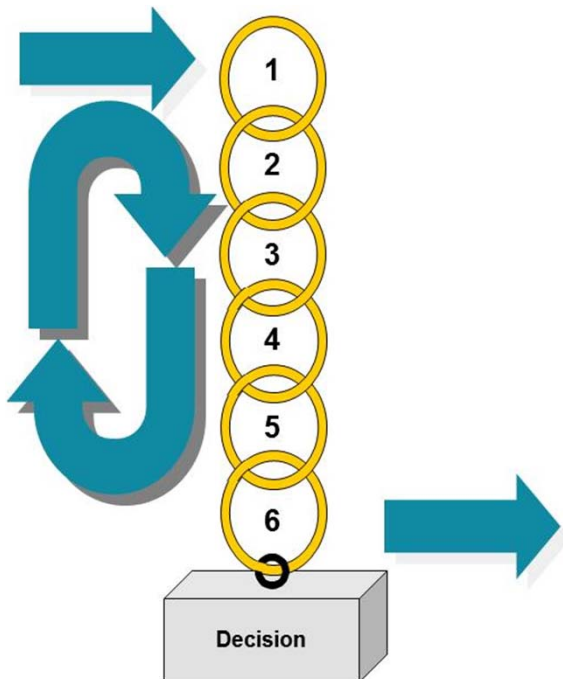
Measuring progress: DQ Slider



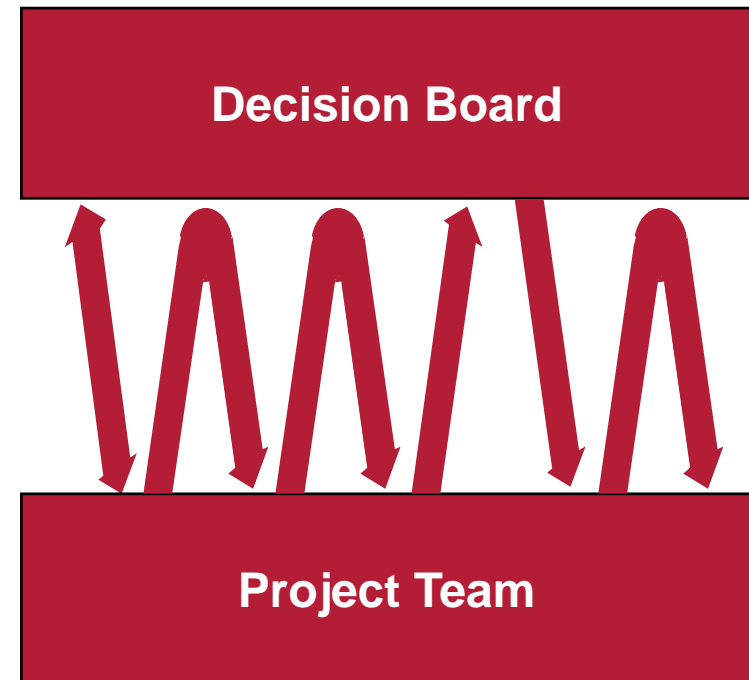
The 100% point is where it is not worth additional effort to improve quality.

Good decisions also require an efficient process that is well suited to the nature of the decision.

**For significant decisions:
DQ Appraisal Cycle**



**For strategic decisions:
Dialogue Decision Process**



Poll: Do you consider yourself a DQ champion, someone who sees the value of DQ and works to expand its use?

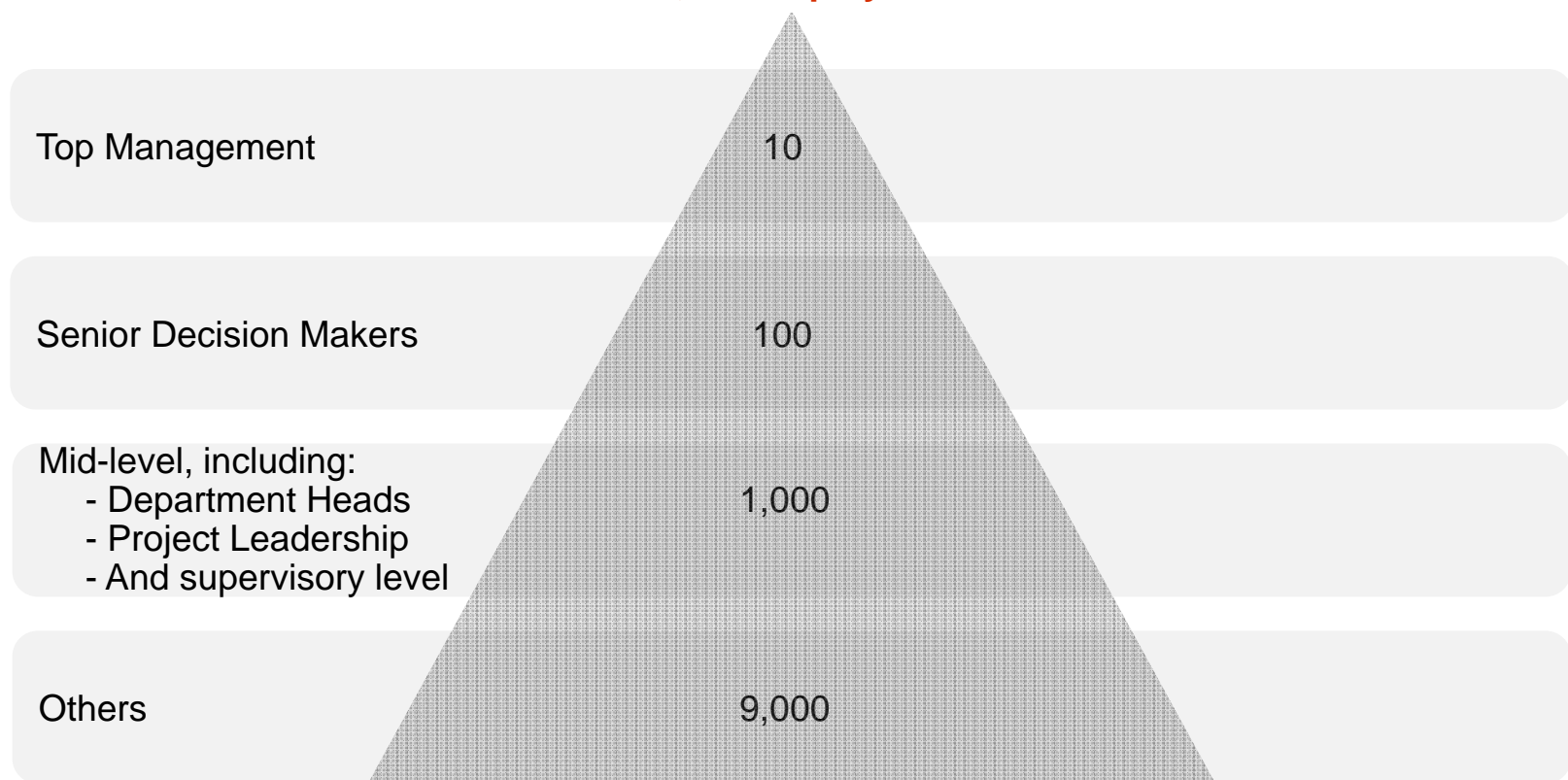
1. I am a DQ champion in an organization.
2. I am a DQ champion that consults with organizations.
3. I am not a DQ champion but I am interested in better decisions.
4. I am neither a DQ champion nor interested in better decisions.

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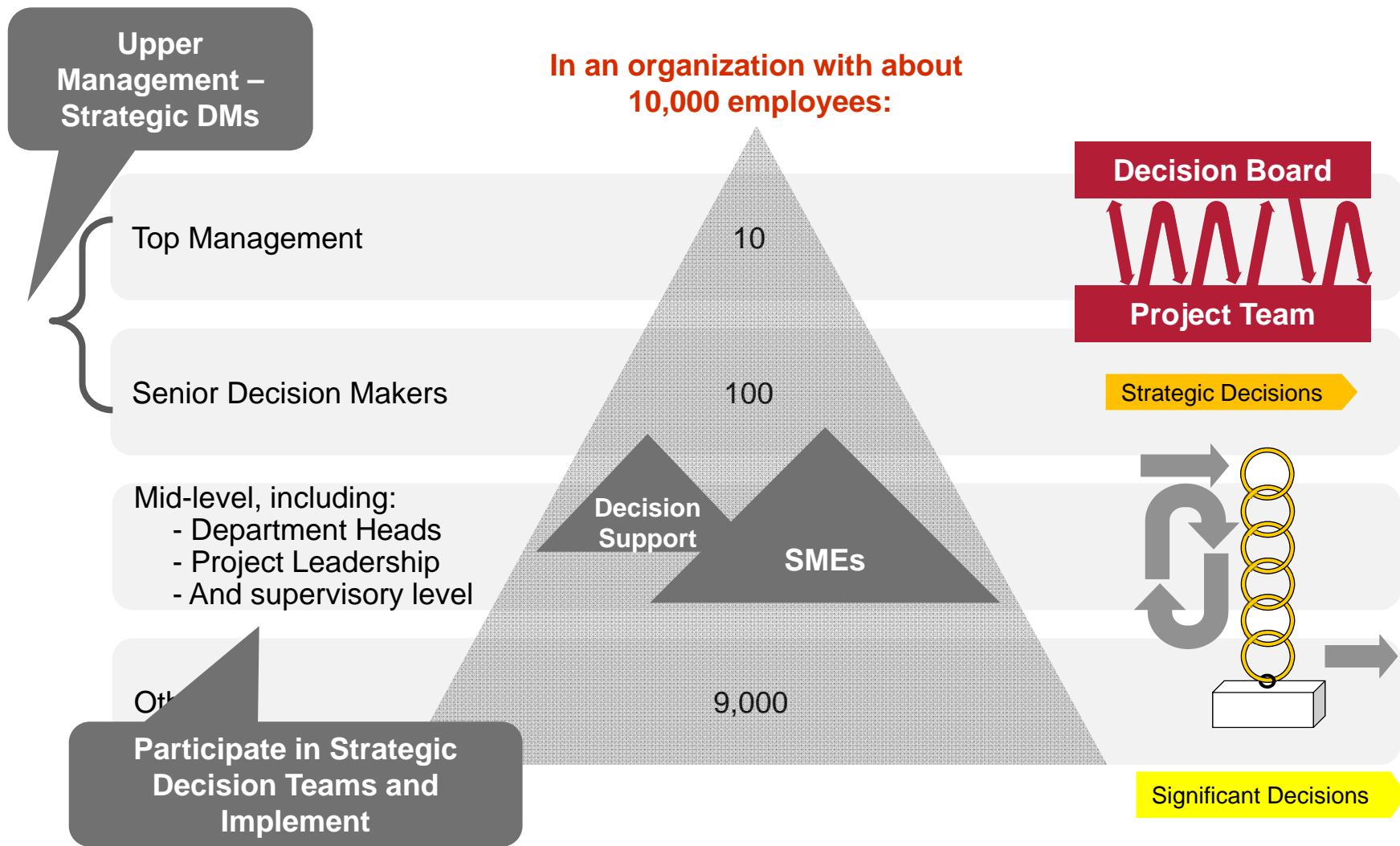
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In today's discussion, we would like to include all levels of decision makers.

**In an organization with about
10,000 employees:**



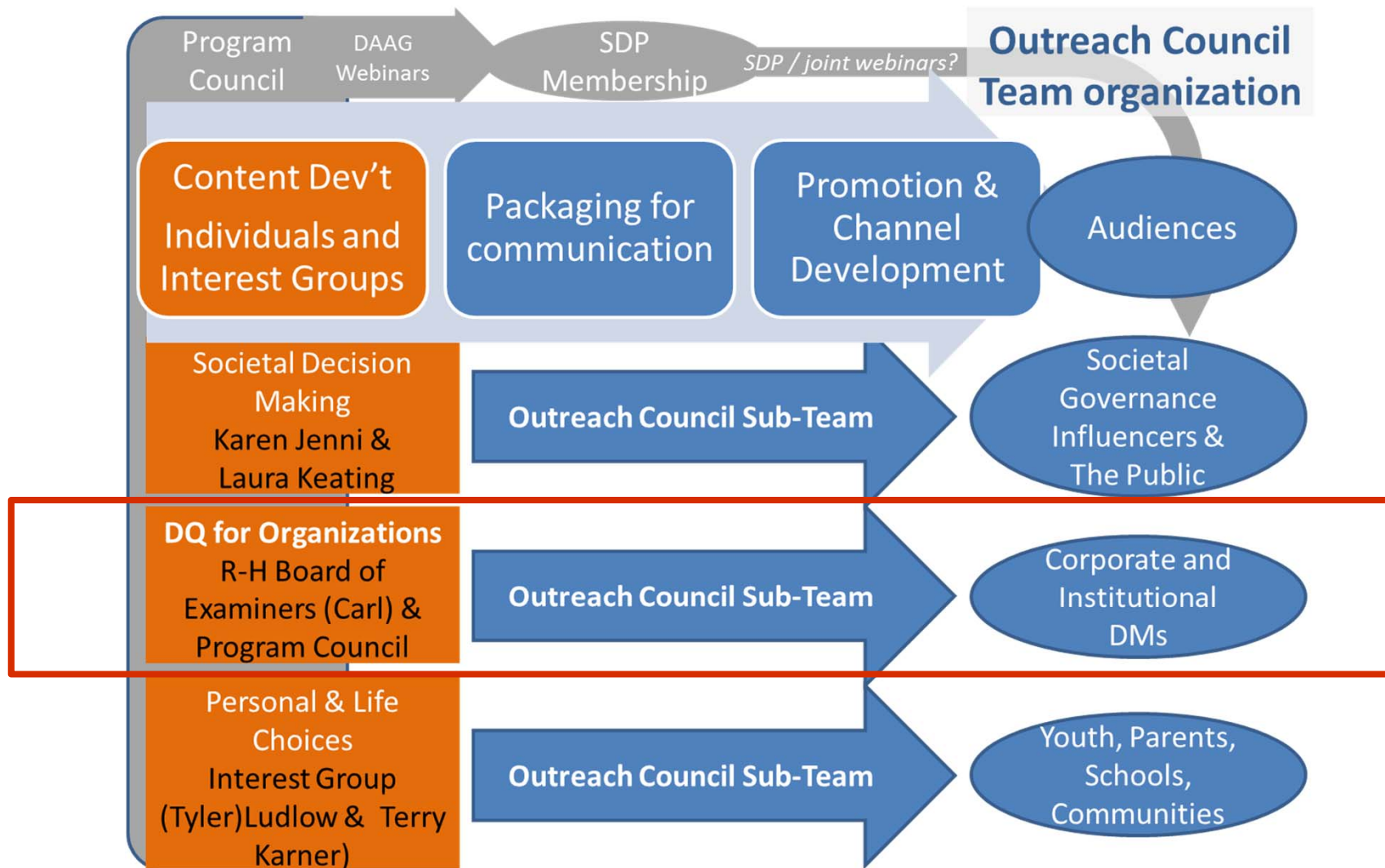
Different decision makers require different skills and tools.



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SDP has a number of activities designed to reach decision makers, including the Outreach Council.



The SDP Program Council also provides webinars on a variety of content themes for various audiences.

Audience Themes:

- New practitioners (including students)
- **Experienced practitioners**
- Academicians and educators
- Other professionals (in related fields)
- **Decision makers**

Content themes:

- **Organizational decision making**
- Societal decision making
- Personal decision making
- Medical decision making
- **Decision making methods and processes**

The Raiffa-Howard Award is a powerful tool for discussing DQ and its benefits with organizations.



The Raiffa-Howard Award
FOR ORGANIZATIONAL DECISION QUALITY

Translating DQ requirements into a bill of rights is a step toward engaging decision makers.

The Decision Maker's Bill of Rights

1. A decision **frame** that structures the decision in the most relevant context.
2. Creative **alternatives** that enable a selection among viable and distinct choices.
3. Relevant and reliable **information** upon which to base a decision, incorporating the inherent uncertainty.
4. An understanding of potential outcomes of each alternative described in terms of the decision makers' **values**.
5. Sound **reasoning** and analysis that allow decision makers to draw meaningful conclusions and choose the best alternative
6. An effective decision project leader who can achieve alignment and **commitment** to best action

Source: SDG and SDP

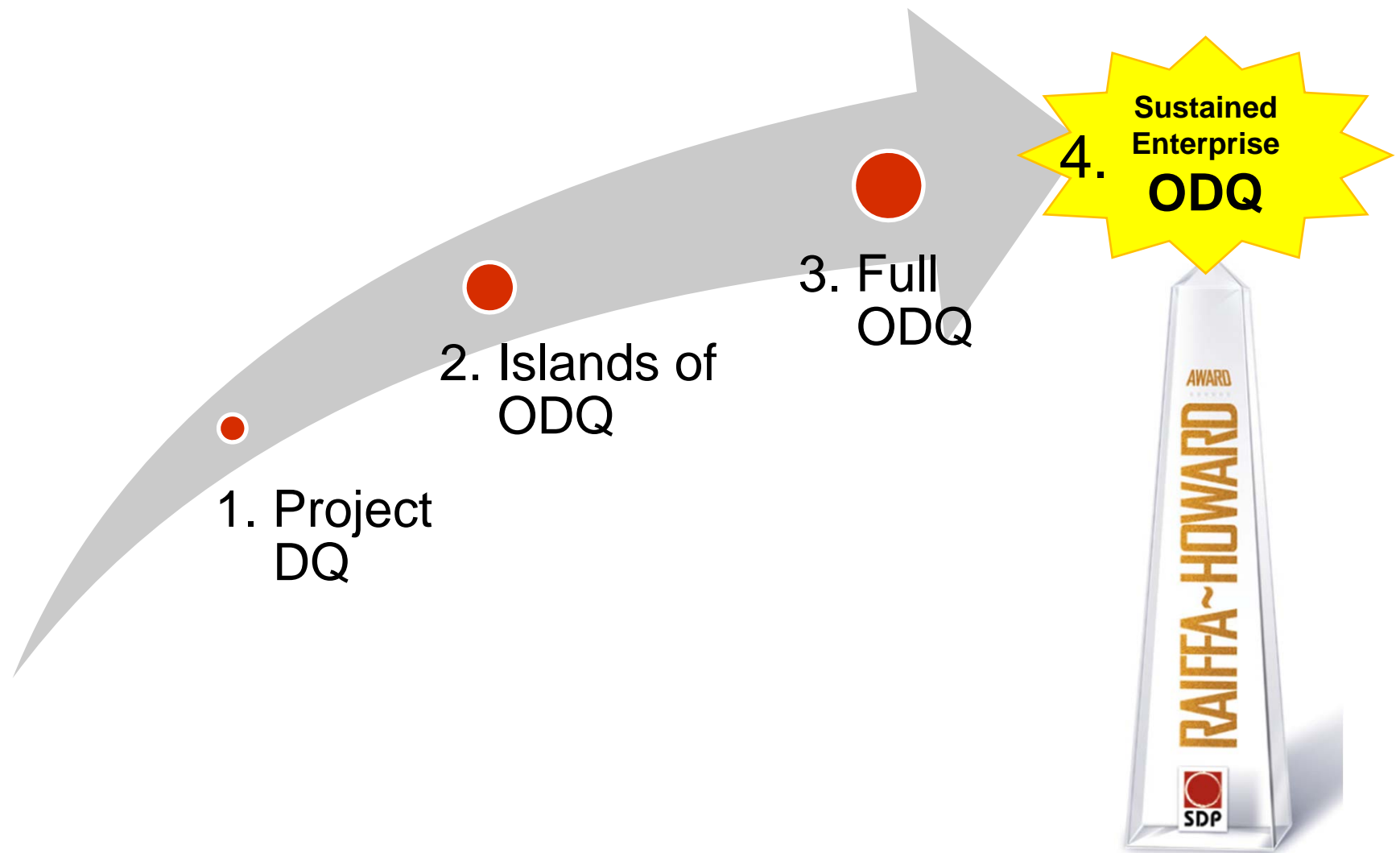
Poll: How important is it that we as decision professionals do a better job of engaging decision makers about DQ?

1. **Extremely important** – this is one of our most important challenges.
2. **Very important** – this is a significant gap that decision professionals need to close.
3. **Somewhat important** – we could do better, but that isn't preventing decision professionals from being successful.
4. **Not important** – we already do a good job of engaging decision makers about DQ.

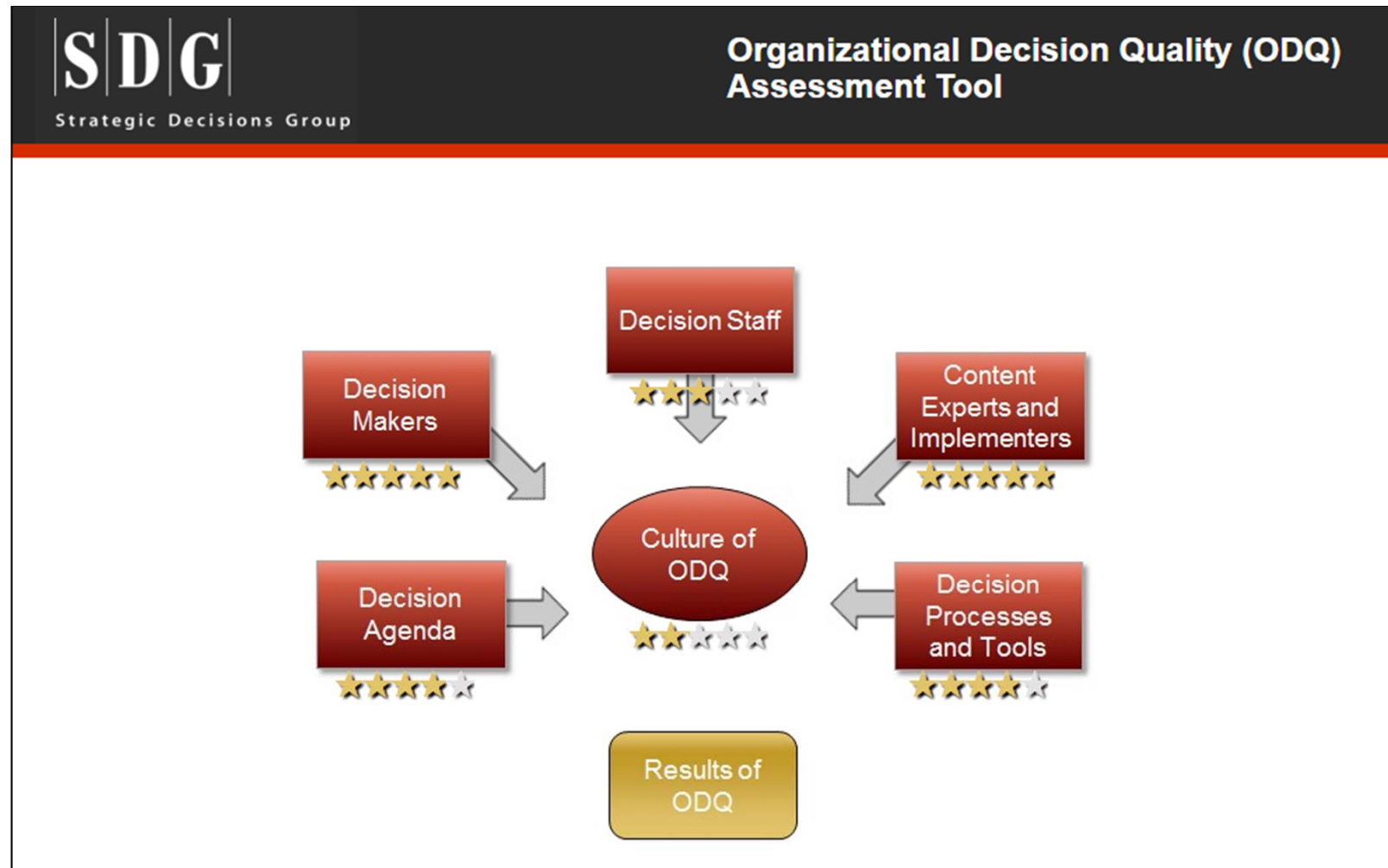
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Decision professionals understand the ODQ maturity continuum.



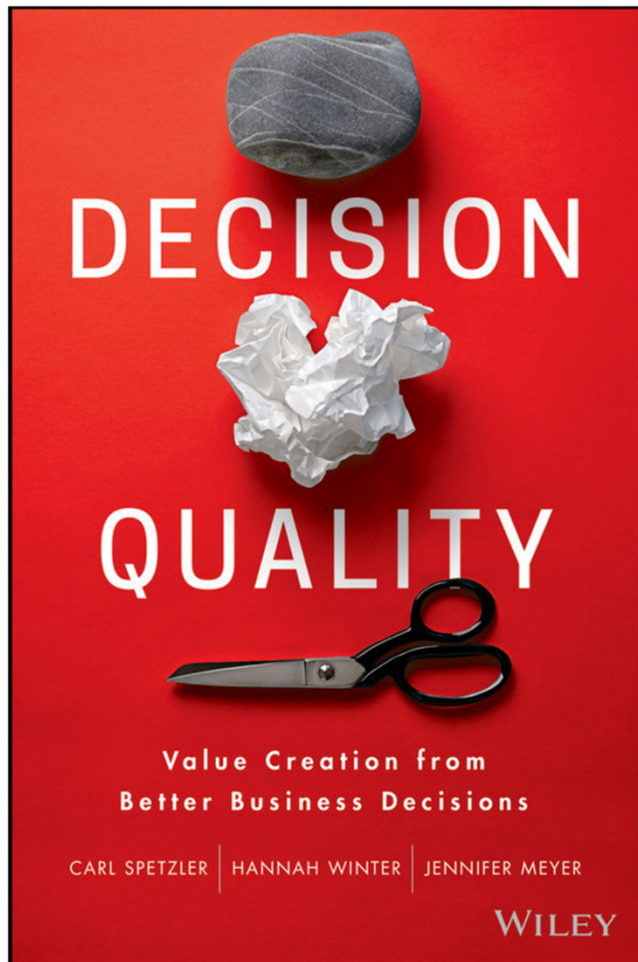
A new self-assessment tool can help you evaluate progress with a decision maker.



A demo version is currently available at <http://odqassessment.sdg.com/>.

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Just released:

Decision Quality: Value Creation from Better Business Decisions

By Carl Spetzler, Hannah Winter, and
Jennifer Meyer (Wiley 2016)

\$30 (or less) hardcover, \$11.99 electronic

Dedication:

*To the many DQ champions who share our
passion for making the common sense of
decision quality truly common.*

Available from:

amazon.com

bit.ly/OrderDQBook

800ceoread
business books & great ideas

BARNES & NOBLE
BOOKSELLERS

The book has four parts, with new content in each section.

Part I: The DQ Framework (the big picture)

- The Power of Decisions
- The Requirements for DQ
- Getting to DQ

Part II: Six Requirements for DQ

Part III: How to Achieve DQ

Part IV: The Journey to DQ

New material:

- Five dimensions for diagnosing a decision
- Discussions of how to judge quality for every requirement
- Numerous “In Action” stories and case examples
- Comprehensive framework for biases and traps in decision making
- Megabiases that derail organizations

Here are some ideas that decision professionals have suggested for using the book:

- Leave it behind after a meeting with a decision maker, highlighting the chapters of Part I as a quick overview.
- Add stickies to some critical sections and send it to a decision board member with an offer to discuss further.
- Give it to a project team member who wants to learn more about DQ.
- Share it with a friend or neighbor who wants to know more about what decision professionals do.
- Walk someone through examples in the book to help them understand the concepts.

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A new 10-hour online “DQ for Leaders” course uses recorded videos and weekly one-hour coached virtual workshops over four weeks.

Decision Quality for Leaders (DQL) is available to decision makers for \$1,200.

Recorded videos give busy executives the opportunity to **learn about DQ topics on their own schedule:**

- Decisions and Leadership
- Demonstration: Decision Making Under Uncertainty
- The Requirements for Decision Quality
- Decision Agenda, Diagnosis, and Process Selection
- The Dialogue Decision Process and DQ Appraisal Cycle
- DQ as a Workflow
- Deep Dive on DQ Requirements
- Biases and Megabiases
- A Case Example
- Organizational DQ
- Reflections on the Whole DQ Framework



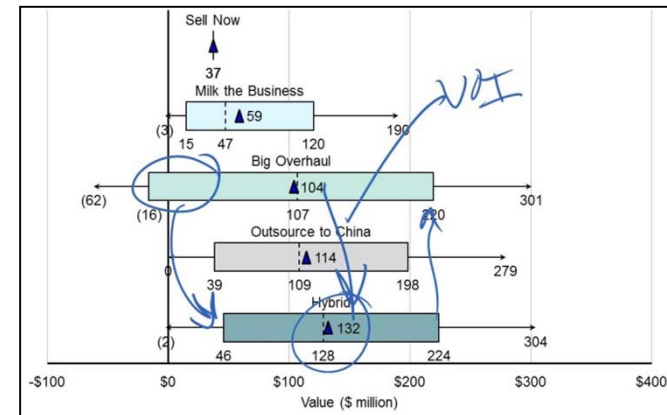
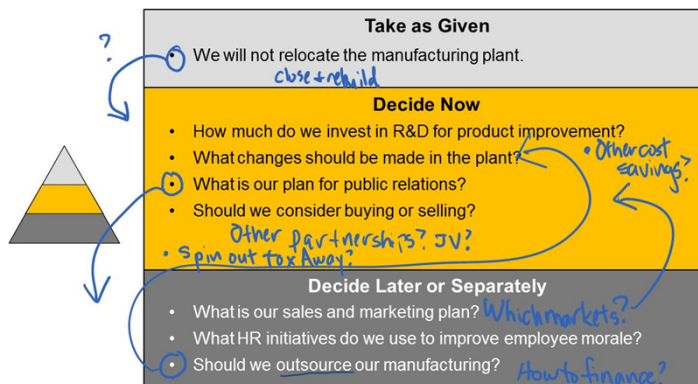
Next available;
May 24 – June 27, 2016

Read more, view highlights, or
register:

www.sdg.com/DQforLeaders

Unlike many online courses, DQL engages decision makers with interactive coached online workshops.

The coached workshops explore a case from beginning to end, with additional discussions of diagnosis (in Week 1) and next steps (in Week 4).



Feedback from recent attendees indicate these workshops are an important aspect of the course.

- 90% of survey respondents said workshops were very important or extremely important in improving their experience of the course.

Decision professionals who attend with a decision maker can receive special pricing.

Regular pricing for the DQL course is \$1,200 per participant.

As a member of SDP, you can join the May/June session **free** by inviting a decision maker who pays the \$1,200 price.

Contact us at DQLSupport@sdg.com for more information or to obtain this special rate.

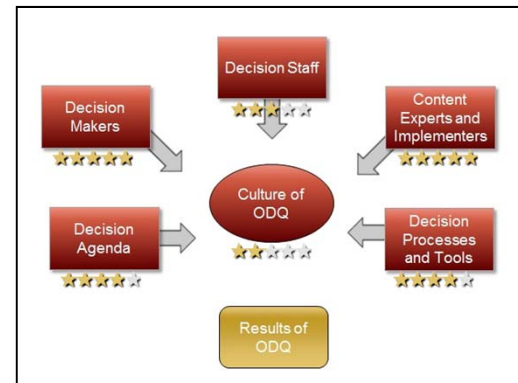
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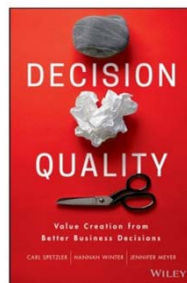
Poll: Which of these resources do you believe will be useful for you in fueling the adoption of DQ?

Choose all that apply:

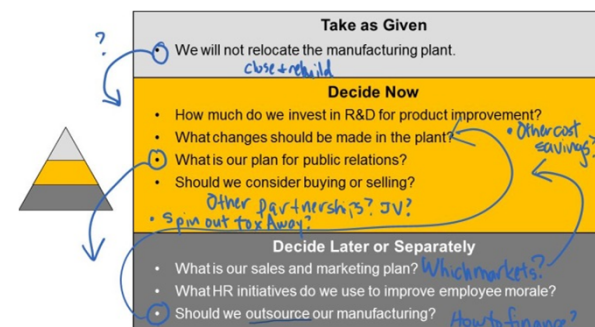
1. **Interactive assessment of ODQ**



2. **Decision Quality book**



3. **DQ for Leaders online program with coached virtual workshops**



Feel free to reach out to us with your thoughts.

Featured Speakers



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Moderator



Hannah Winter
hwinter@sdg.com