SOCIETY OF DECISION PROFESSIONALS

DECISION INTELLIGENCE CONFRONTS A.I

1 DAY ONLINE EVENT

Is Decision Making at the Heart of AI?

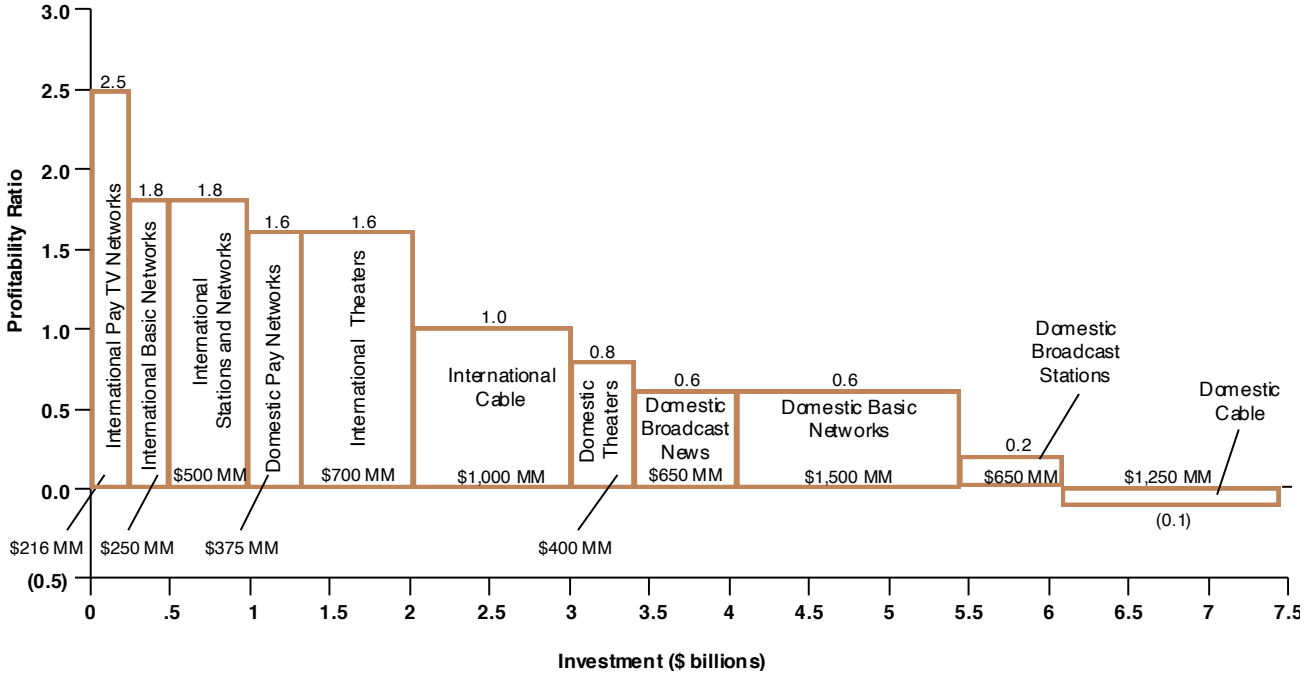
SCAN ME TO REGISTER

November 10, 2023 9:00am - 5:00PM C

Overview of Decision Professional

- Decision Leadership: Head & Heart of decision making
- Decision Quality: How do you know if you've made a good decision?
- Decision Engineering: How to reliably produce a great decision every time?

Global Entertainment Giant has diminishing and ultimately negative returns.



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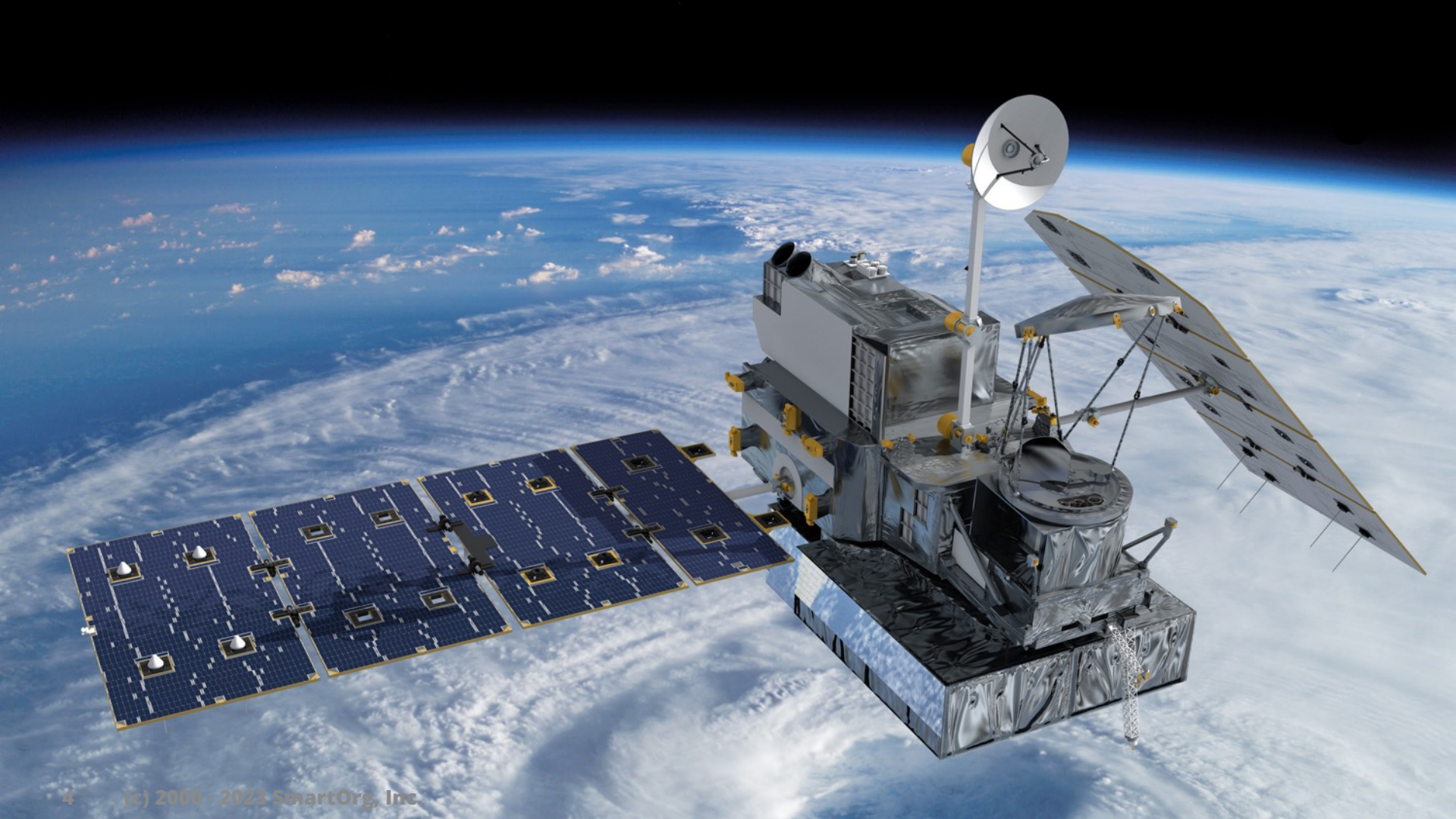

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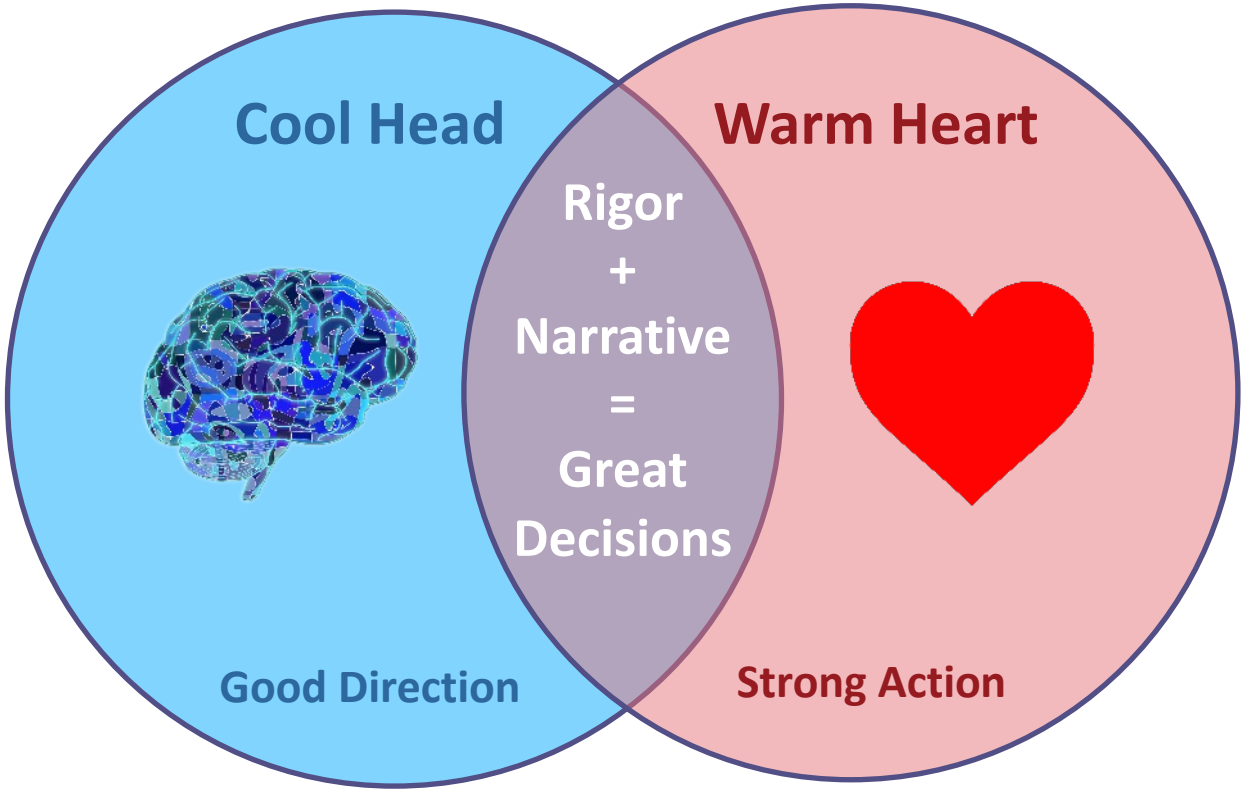
Integration



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Decision Leadership

A leader is a person who creates a future that is not the momentum of the past.

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Momentum of the past = eat more faster

Creating a different kind of future.

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Decision Leadership

A leader is a person who creates a future that is not the momentum of the past.

The more leadership required in a decision, the more heart is needed to achieve it.

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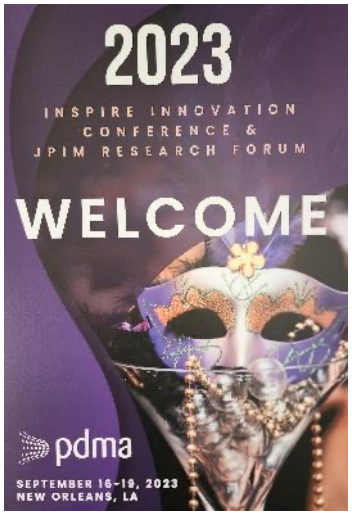
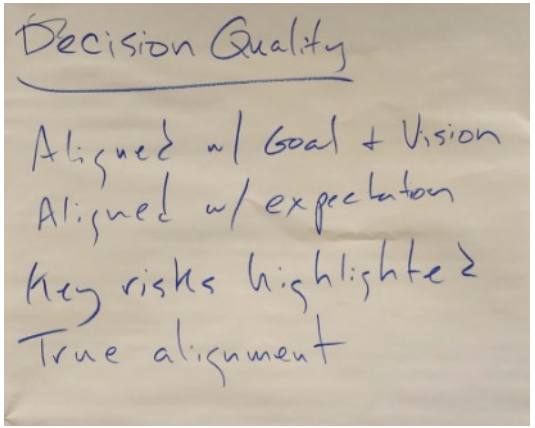
Is it a good decision if we are all aligned?



How would you know a good decision if you saw one?



The majority of participants said that important innovation decisions were made outside of the context of gate review process!

SOCIETY OF DECISION PROFESSIONALS
Clarity & Insight for Decisive Action

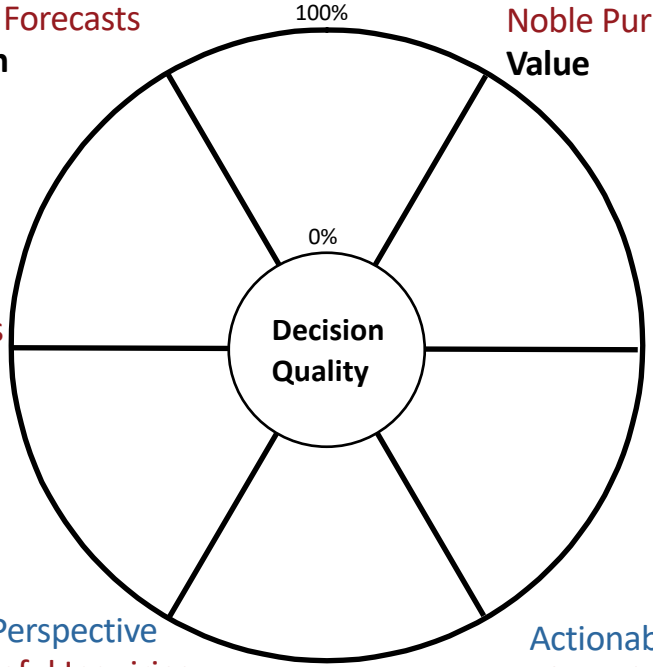
Decision Quality 2.0 worksheet

Cool Head
Finds Good Answer

Credible Sources
Compelling Forecasts
Information

Clear Metrics
Noble Purpose
Value

Warm Heart
Motivates Strong Action



Distinct Directions
Interesting Possibilities
Alternatives

Insightful Reasoning
Inspiring Narrative
Integration

100% = enough attention has been spent on this link

Useful Perspective
Meaningful Inquiries
Frame

Actionable Plans
Aligned Intention
Commitment

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Commitment is engineered as part of good decision.

Commitment

Actional Plans = concrete executable steps and milestones that coordinate the implementation.

Aligned Intention = powerful people want the new direction and will take corrective action when things go awry.

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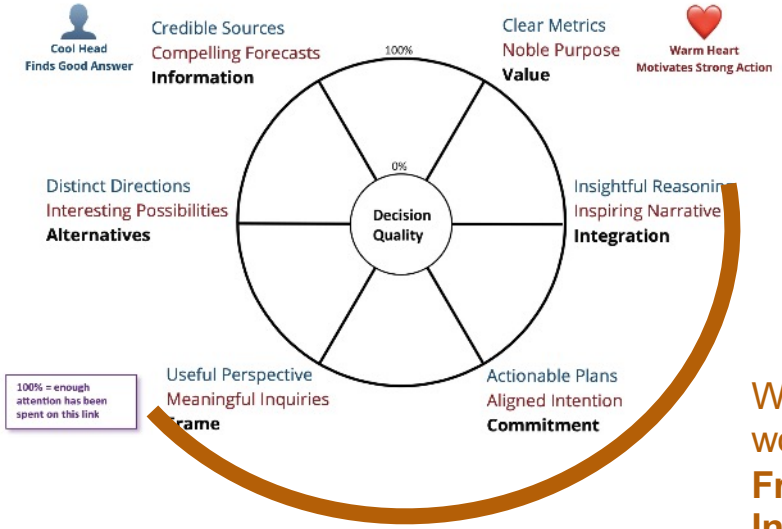
The “connection” of the decision



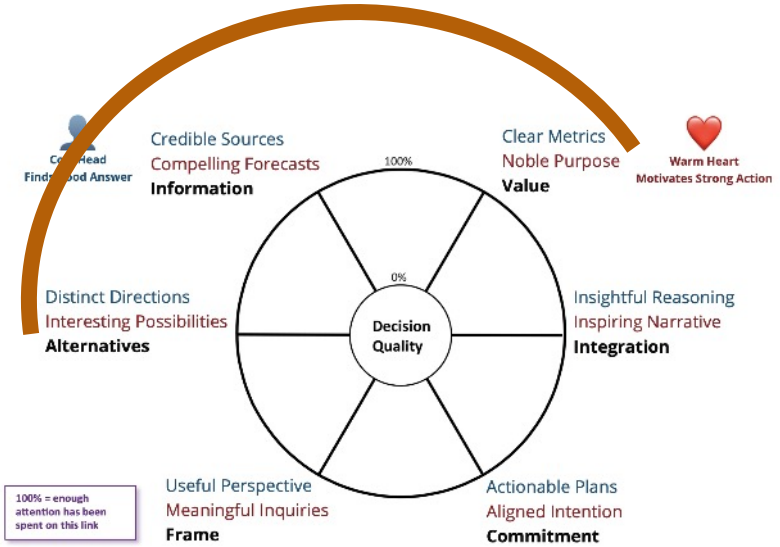
We’ve been discussing how a decision connects to the real world:

Frame = Context and reason we are deciding this
Integration = How the basis comes to a conclusion and bridged into the future
Commitment = The reality of making things happen

The “basis” of the decision

Alternatives, Information and Values are collectively the “**basis**” of the decision, what might be contained in a briefing package for example.

- What you can do
- What you know
- What you want



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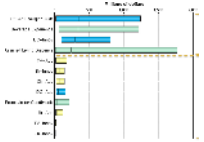
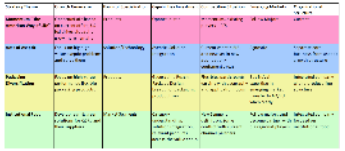
Decision Professionals have a robust toolkit, among them:

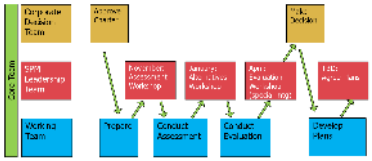
DROP YOUR FAVORITE IN THE CHAT!

- Tornado
- Probability Distributions
- Strategy Table
- Issue Raising
- Flying Bars
- Influence Diagrams
- Scenario Planning
- Value Modelling
- Scoring Rules

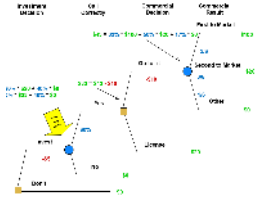


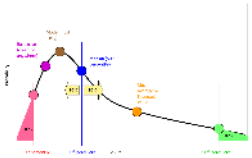


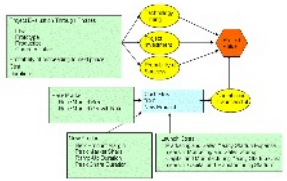
- Parametric Models
- Range Assessment Procedures
- Expert Elicitation of Uncertainty
- Knowledge of cognitive biases
- Facilitation Skills
- Creativity Techniques
- Conflict resolution

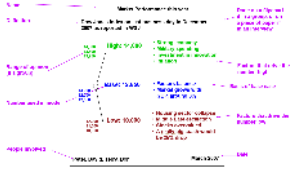


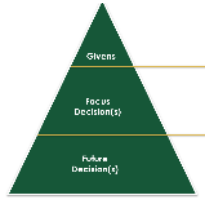
- Efficient Frontier
- Decision Conferencing
- Decision Hierarchy
- Portfolio Simulation
- Goal Analysis
- Value Mapping











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Clarity & Insight for Decisive Action

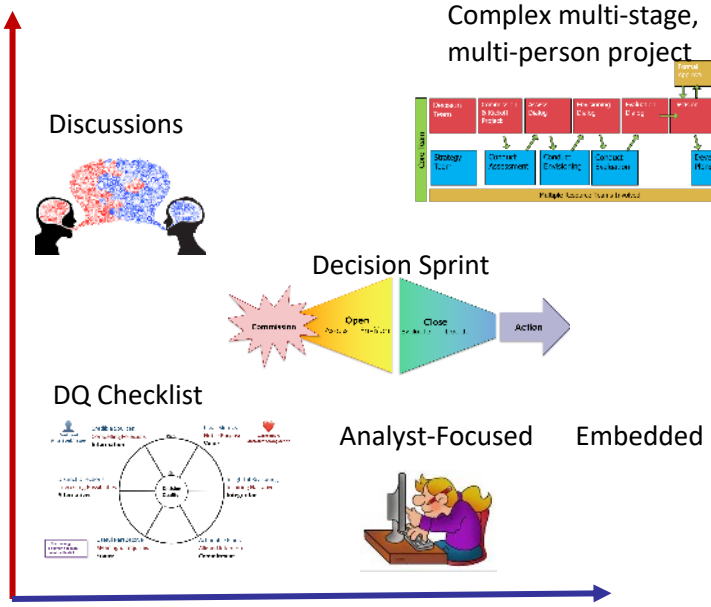
Approaches to engineering decision quality

- Use Decision Quality as a check list to quickly get to “good enough”.
- Decision sprint: take a pause to get to a think things through, e.g. run a workshop
- Conduct a significant decision project, e.g. corporate strategy or college selection
- Embed into a work process so decision quality created along the way, e.g. stage-gate process

The greater the decision complexity, the greater attention to the decision process

Heart complexity:

- Difficulty for people to make & accept decisions
- Lots of change / new future
- Organizational complications



Head complexity:

- Difficulty of finding a solution that is in our best interest
- Uncertainty, Volatility, Ambiguity
- Scope / difficulty of conducting an analysis
- Creativity required

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SDP: the world forum on decision making for a great decision every time!

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