



SDP "Decision Intelligence Confronts AI" Event

The Value Alignment

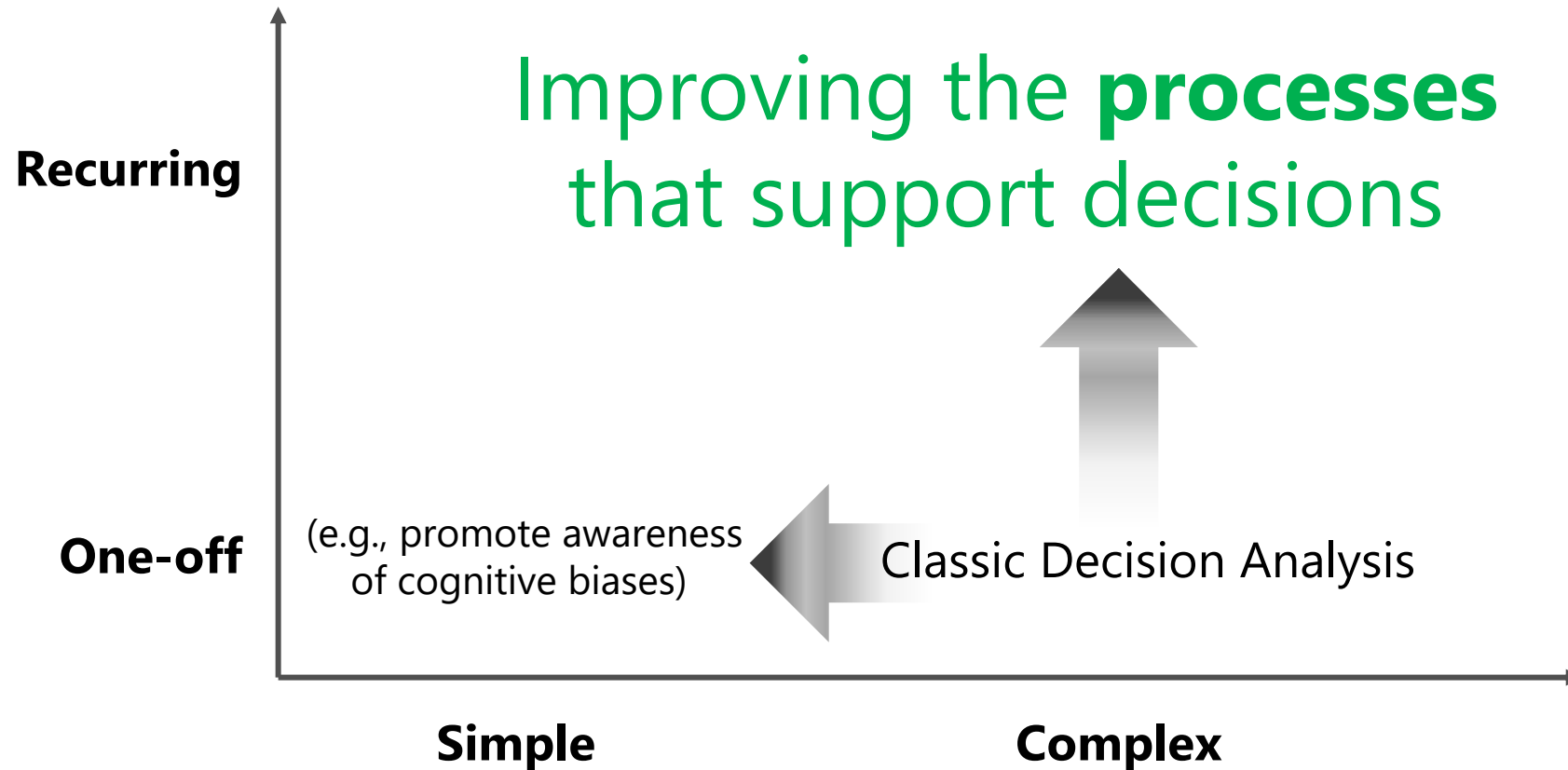
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building learning into the fabric of business®

Decisions Rule!

“Decision effectiveness and financial results correlated at a 95% confidence level or higher for every country, industry, and company size”

Decision Landscape



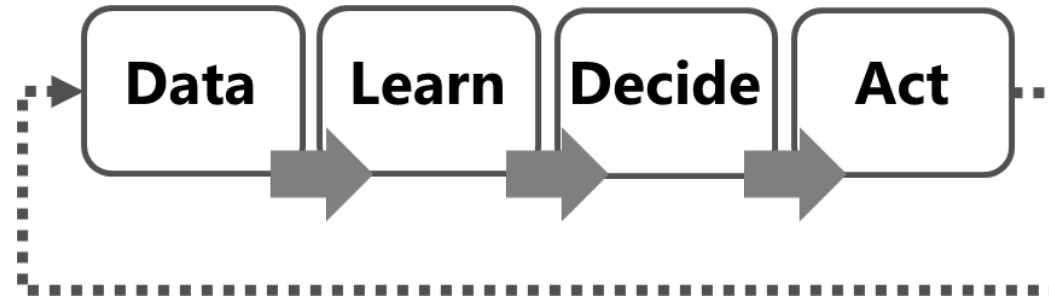
Universal Process

- All decisions (under uncertainty) are embodied within a **data-to-learning-to-action** (DLA) process.
- DLA processes are **physical** and **cause actions**.

Birds do it.



We do it.



Even educated machines do it!



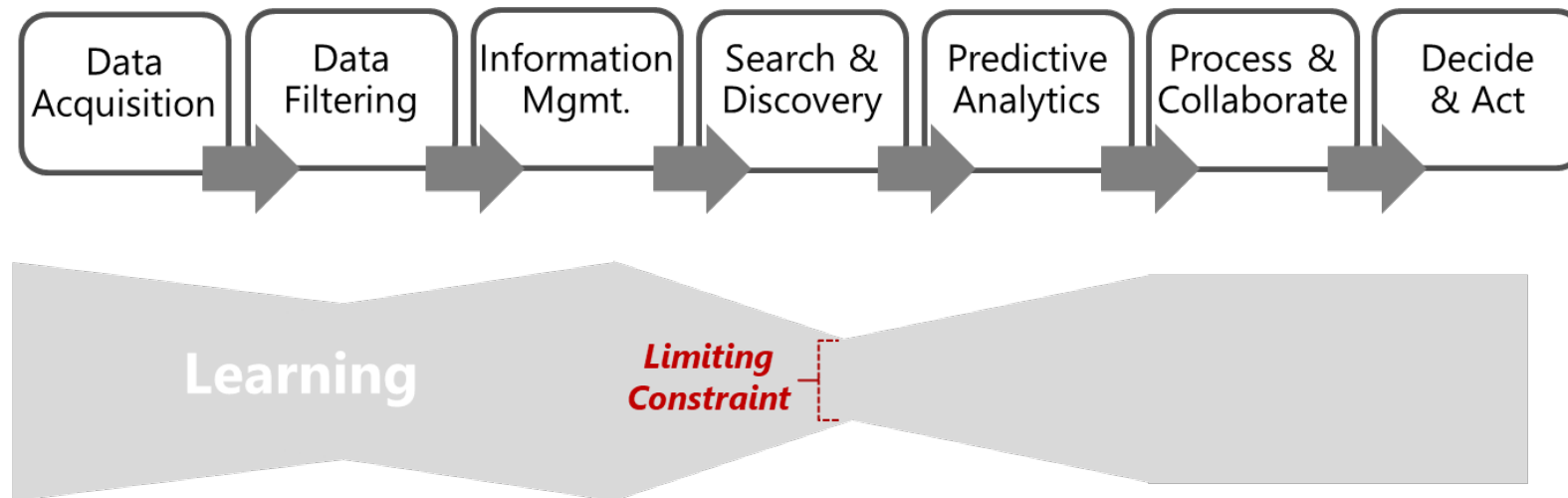
DLA Structure

- There is additional **regularity of structure** of DLA processes across decision domains and substrates.
- DLA processes can be represented as the following **steps** with **learning flowing** along the DLA process.



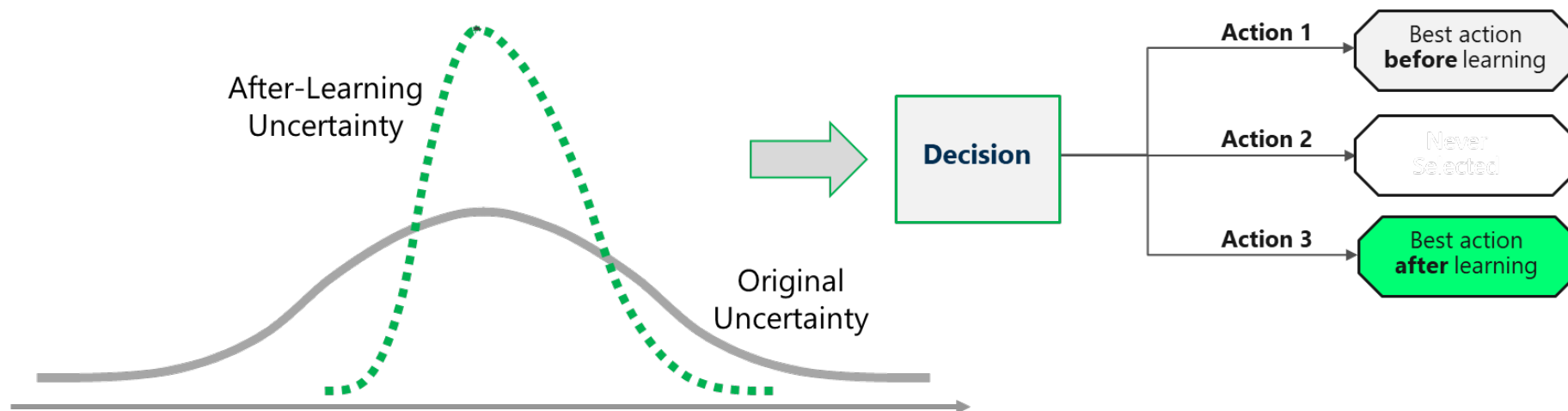
DLA Constraints

- DLA processes necessarily have a limiting constraint.
- Limiting constraints cause decisions to be less effective because they cause uncertainty.

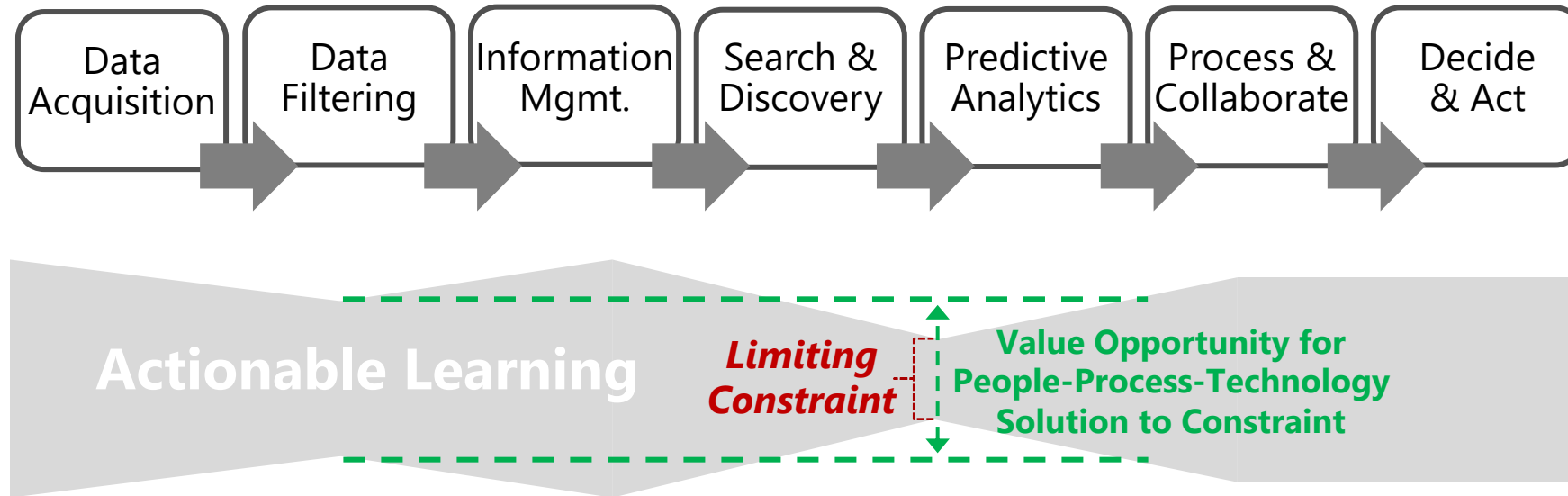


Learning/Actionable Learning

- Learning is the **process** for **better predicting**, i.e., reducing uncertainty about that which is being predicted.
- Learning therefore **influences** the **limiting constraint** of a DLA process.
- **Actionable learning** is learning in which the influence on the limiting constraint potentially **changes an action**. It has **value!**

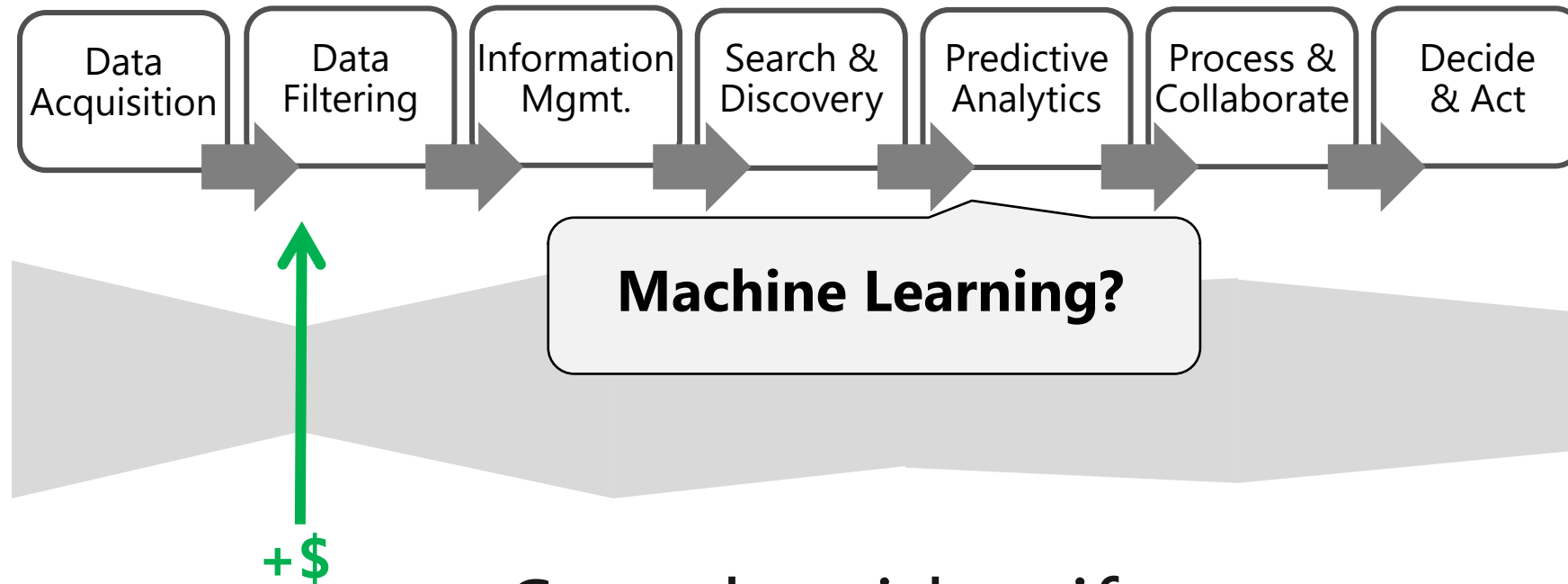


Delivering Value



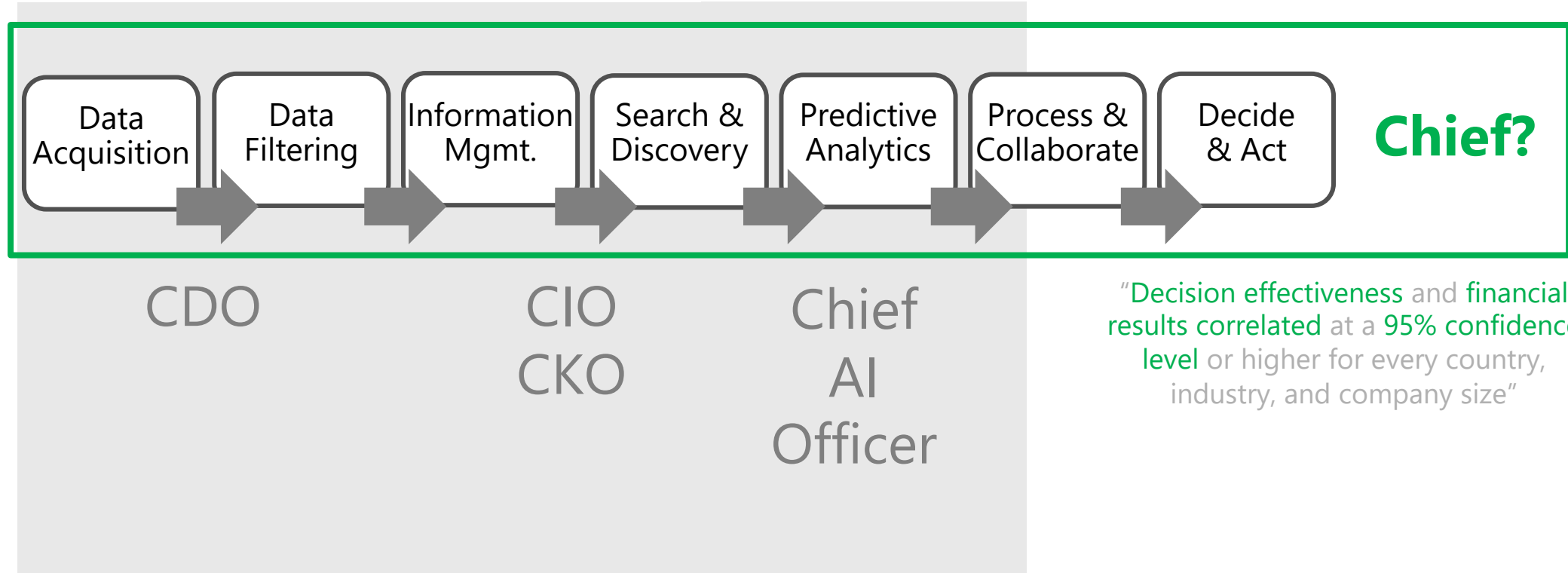
Identify the limiting constraint, determine the expected **value of resolving** the constraint, **evaluate potential solutions**, and implement the solution with the greatest **expected net value**.

Big Data, AI, etc., etc.?



Sure, but identify
limiting constraints first!

Value Aligned Chief?



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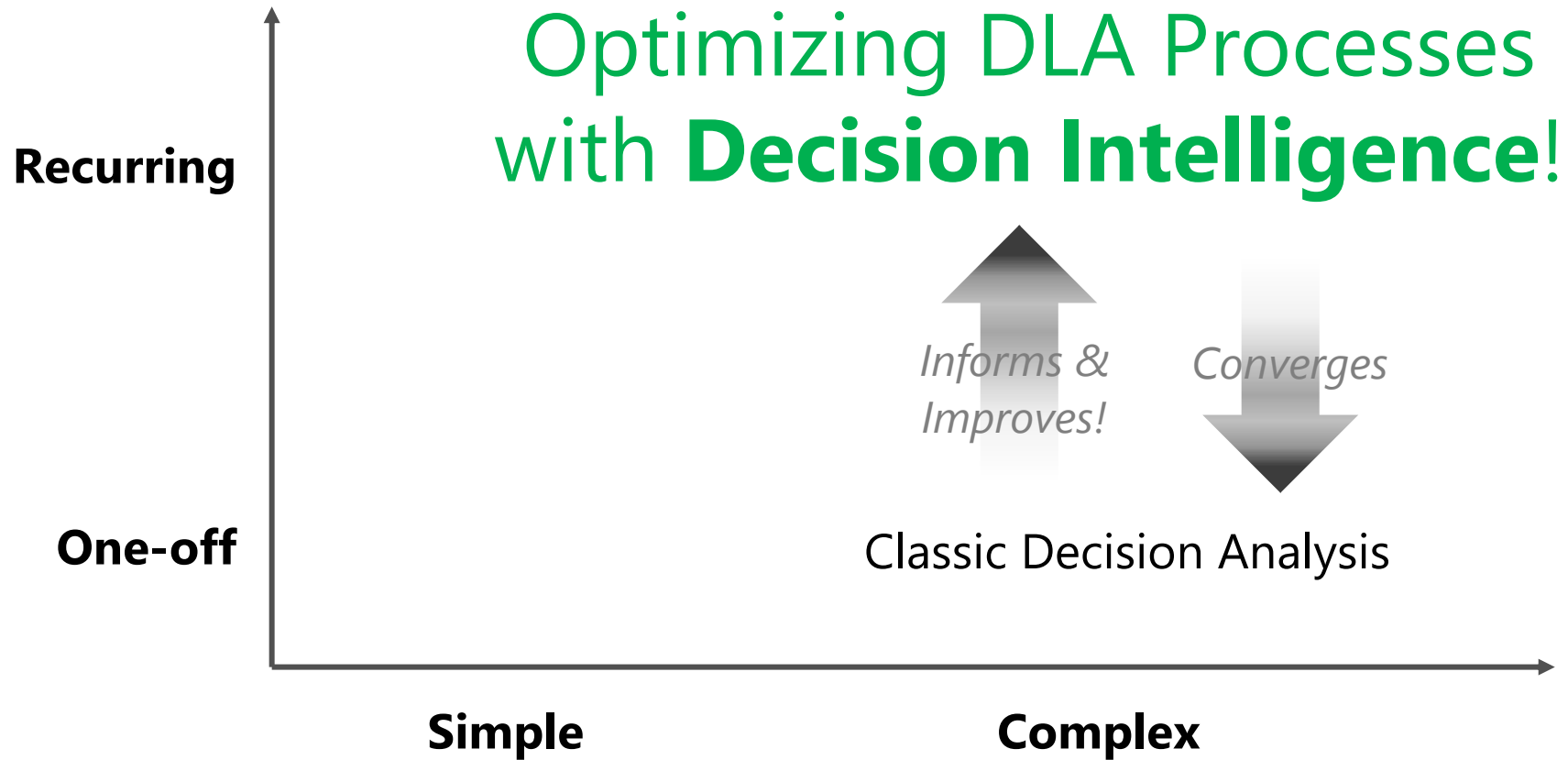
>70% of digital transformation projects fail -McKinsey

84% of digital transformation projects fail -Forbes

95% of digital transformation projects fail

- Professor Michael Wade IMD Business School

Summary



More Information

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