



The Raiffa-Howard Award

FOR ORGANIZATIONAL DECISION QUALITY



February 2016

Eli Lilly and Company

The Society of Decision Professionals (SDP) is pleased to announce that Lilly Research Laboratories (the research and development arm of Eli Lilly and Company) has been selected as the recipient of the Raiffa-Howard Award for Organizational Decision Quality. The Raiffa-Howard Award was established by the SDP to recognize organizations that have demonstrated excellence in Decision Quality throughout the organization. Lilly Research Laboratories was selected for its unique and long-term commitment to making Decision Quality an organizational competency.

This Raiffa-Howard Award will be presented April 7 at 5:00 pm local time at a special celebration at the Banff Park Lodge in Banff, Canada, right after the first day of the DAAG conference. Executives and representatives of Lilly Research Laboratories are invited to join this celebration and accept the award on behalf of their organizations.

On behalf of the Board of the Society of Decision Professionals and the Raiffa-Howard Award Board of Examiners, we extend our congratulations to Lilly Research Laboratories on its remarkable achievement in the adoption of organizational DQ. We hope that this award will inspire many organizations to follow Lilly Research Laboratories' example in adopting organizational DQ.

We look forward to celebrating this event with you and others at Lilly Research Laboratories at the April 7 event.

Sincerely,

Jack Kloeber, President
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