It is estimated that the average adult makes about 35,000 decisions every day. Some of these are trivial and only impact us personally, but a leader’s decisions always influence others’ choices and actions.

The ability to ask powerful questions, process large quantities of data, select the right data science models to derive insights, and convert insights into key business decisions is an essential skill needed to be successful in today’s data-centric world. This course will equip participants with key decision science concepts and skills including strategies, frameworks, and techniques required for making good decisions.
Learning Objectives

Participants who attend this course will learn to:

• Improve your competency and decision-making skills by defining the key features of a decision and manage risk and uncertainty in the decision-making process.
• Apply a range of practical decision science techniques to evaluate and select the optimal alternative based on pay-offs.
• Be better equipped to transform the decision into measurable business results.

Who Will Benefit

This program is designed for industry professionals, including Analysts, Managers, Scientists, Engineers, and Leaders seeking to build their decision-making competencies.

Dates: October 24, 2022
Program Delivery: In-Person
Commitment: 6 hours
Investment: $795
Course Content

1. Introduction to Decision Making
   - Introduction to Decision Science
   - Bridging Data Science and Decision Science
   - Decision Making Process and the Insight Continuum
   - Types of Questions in Data Driven Decision Making (3DM)
   - DEAR Model
   - 4 Factors in the Decision Problem

2. Decision Making Techniques
   - Analyzing Viable Alternatives
   - Quantifying Pay-off values – tangible and intangible
   - Decision Making Models
   - Decision Making Environments (Optimization, Maximax, Maximin, Minimax, & EMV)
   - Decision Table: Regret table, EOL and EVPI

3. Implementing Decisions
   - Addressing Biases in Decision Making
   - Strategies to Avoid Decision Paralysis
   - Bringing all the tools and techniques together
   - 2 Real-world Case Studies
   - Summary

Faculty

PRASHANTH H SOUTHEKAL, PHD, MBA

Dr. Prashanth H Southekal is the Professor and Managing Principal of DBP-Institute, a Data Analytics Consulting and Education company based in Calgary, Alberta. He brings over 20 years of Information Management experience from over 75 companies such as SAP, Shell, Apple, P&G, and GE. In addition, he has trained over 3000 professionals all over the world in Data and Analytics, and Enterprise Performance Management (EPM). He is the author of two books: Data for Business Performance and Analytics Best Practices and contributes regularly to Forbes.com. He is an Adjunct Professor of Data Analytics at IE Business School where he received the teaching excellence award for the 2020-2021 academic year. Dr. Southekal holds a PhD from ESC Lille and an MBA from the Kellogg School of Management.

Grant Funding

This program could be eligible for grant funding that can cover up to 2/3 of the program costs. An Executive Education team member can help you bundle courses to meet the minimum hours needed for eligibility.

For more information: execed@haskayne.ucalgary.ca
Register online: haskayneexeced.ca