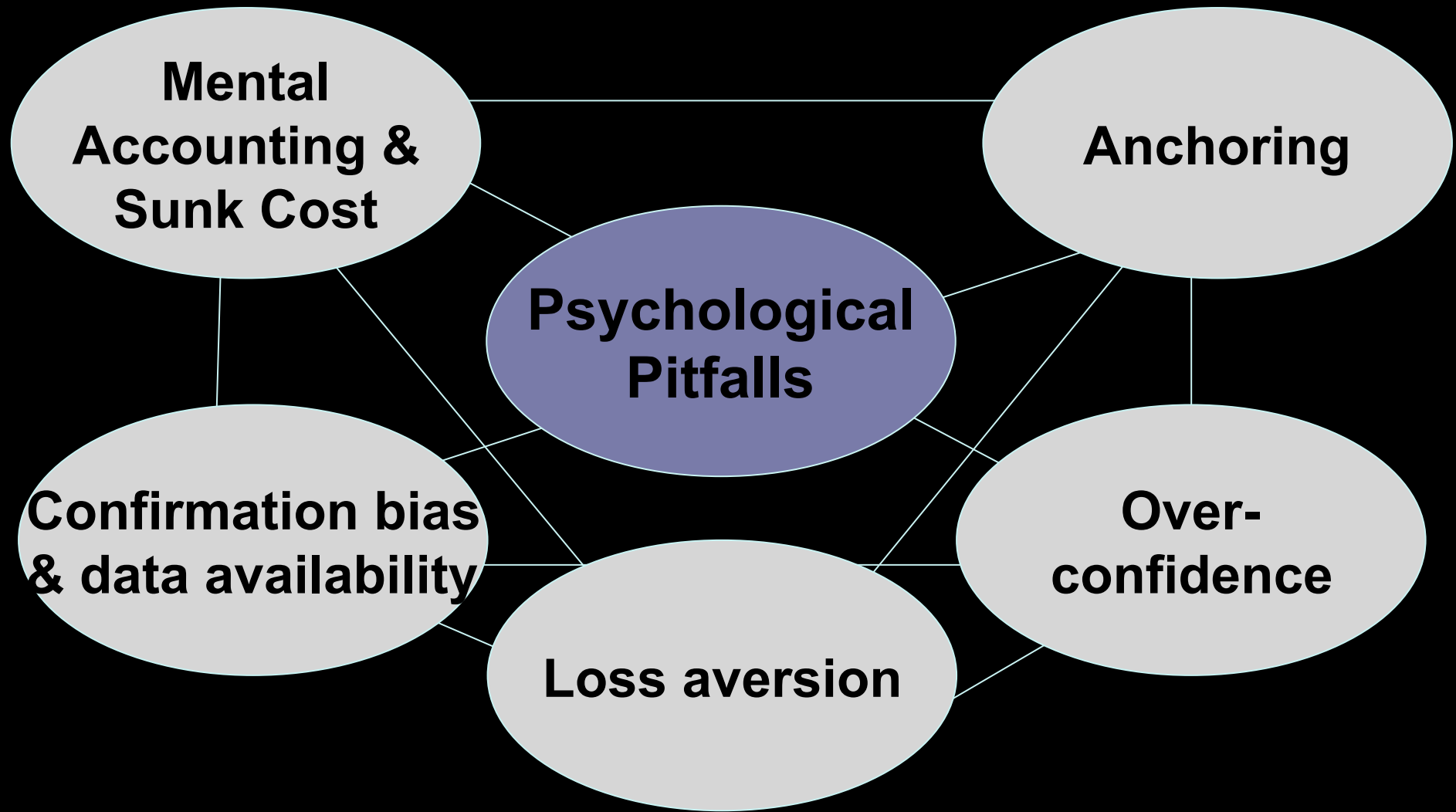




The Psychology of Decision Making

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#1 Strategic:
careful

#2 Look at the
total picture

#3 Right data, not
easy data

#4 Get experts in
the room

#5 Take worst case
– add 50%

#6 Peer-review
decisions

#7 Install Devil's
advocate positions

#8 Decision
frameworks

#9 Rethink First
Impressions

#10 Use ranges &
scenarios



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