



**BAYES**  
BUSINESS SCHOOL  
CITY UNIVERSITY OF LONDON

# Strategic Decision Making for Leaders

Lead yourself and others confidently through uncertain times.

## Fees

£1,995 (no VAT is charged)

Includes all meals, refreshments and programme materials.

## Dates

Programme dates available at:  
[www.bayes.city.ac.uk/execed-calendar](http://www.bayes.city.ac.uk/execed-calendar)

## Duration

2 days on campus

## Admissions criteria

Proven senior management or senior leadership experience with significant responsibility for cross-functional decisions in the workplace. All candidates must submit an application to ensure a qualified, executive-level cohort experience.

## PROGRAMME OVERVIEW

Leaders must deal with high levels of risk uncertainty when they make strategic decisions; this uncertainty provides a new level of opportunity and also demands unparalleled levels of agility. Designing and managing sound and effective decision-processes leading to high quality decision requires an understanding of the cognitive and social biases arising during decision-making, as well as knowledge of the tools and techniques that enable complex decision making and support critical thinking.

## WHO IS THE PROGRAMME FOR?

Executives and senior managers across all departments who are moving from tactical to strategic roles and are involved in cross-functional decision making will benefit from this programme. It is equally important to those whose industries are experiencing high levels of uncertainty and change. This includes anyone dealing with important multi-stakeholder decisions in the private or public sector.

## FOCUS AND STRUCTURE

This is a highly experiential programme that blends theory and practice and will provide participants a comprehensive analytical framework along with tools to analyse decision situations.

It will help participants understand the value of thinking at decision making as a process involving risk, uncertainty, as well as recognising the importance of managing social dynamics in group decision-making. As a result of the programme, participants will be able to transfer their learning to the workplace and have confidence in the strategic decisions they make.

## PART ONE

The programme begins by looking at the theory and frameworks behind effective decision making and focuses on process over outcomes. Participants will explore how to master the key principles of behavioural decision science and equip themselves to make decisions that are complicated by the constraints of time pressure, imperfect data or too much data.

## PART TWO

Participants work in small groups on decision-making tools, analyses and cases while gaining hands-on experience on modelling objectives, trade-offs, uncertainties and risks. Part two has two main objectives, to create a safe environment for participants to get input and feedback from their peers and to enable participants to work with these tools after they return to their organisations.

## PROGRAMME BENEFITS

- Gain insights into the human side of decision making as explained by behavioural decision science
- Understand the key drivers of good and bad decisions and the differences between decisions and outcomes
- Learn how to analyse barriers to good decision making, including social and psychological biases
- Develop tools and techniques to help you make strategic decisions and build optionality into your decision-making process
- Practice analysis and decision making in a safe environment to improve your performance in the workplace.

Apply now at  
[bayes.city.ac.uk/execed](http://bayes.city.ac.uk/execed)

**WORLD-CLASS FACULTY LED BY  
Professor Laure Cabantous**



Laure is Professor of Strategy and Organisation at Bayes Business School. Previously, she worked at Warwick Business School, ESCP Europe, Nottingham University Business School, and the Centre for Decision Research at Leeds University Business School.

Laure's research agenda is organised around three core topics. First, she has an interest in the performative power of theories - that is their ability to shape the world and business practices. Second, Laure is passionate about decision making. She studies decision-making processes both at the organisational and the individual levels. She

focuses on cases where decision makers experience knightian uncertainty. Third, Laure has a specific interest for the insurance and reinsurance industries.

Laure is a Fulbright Fellow and a former student of the Ecole Normale Supérieure (Cachan). She holds a PhD from the Toulouse School of Economics (France), a Master of Research in Environmental Economics from the University Paris I-Panthéon Sorbonne, a Master in Management from the University Paris XII, and a BA in Psychology from the University of Toulouse II-Le Mirail.

**AN EXPERIENCE IN THE HEART OF GLOBAL BUSINESS**

Learn with the people shaping markets and leading new trends. Our programmes are designed with active, collaborative working in mind, channelling London's position as one of the world's great business centres and a hub of creativity and innovation.



**Open personal development programmes**

- Leading Digital Transformations
- Finance for Non-Financial Leaders
- Developing Your Core Consulting Skills
- Becoming an Effective Leader
- Effective Negotiation Skills

**For more information, visit:**  
[www.bayes.city.ac.uk/  
execed-open](http://www.bayes.city.ac.uk/execed-open)

**Bayes Executive Education**  
33 Finsbury Square  
London EC2A 2EP  
T: +44 (0)20 7040 8665  
E: [execed-open@city.ac.uk](mailto:execed-open@city.ac.uk)