



BAYES
BUSINESS SCHOOL
CITY UNIVERSITY OF LONDON

Strategic Decision Making for Leaders

Lead yourself and others confidently through uncertain times by improving your decision-making skills with this practical two-day programme.

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

Duration

2 days on campus

Admissions criteria

Proven management experience with significant responsibility for decisions in the workplace. All candidates must submit an application to ensure a qualified cohort experience.

PROGRAMME OVERVIEW

Managers 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 outcomes requires an understanding of the cognitive and social biases arising during decision-making, as well as knowledge of the tools and techniques that enable the implementation of transformative strategy.

WHO IS THE PROGRAMME FOR?

Executives and managers across all departments who are moving from tactical to strategic roles and are involved in 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 complex and consequential 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. Participants will then work on a decision simulation aimed to illustrate the key principles of behavioural decision science and equip themselves with tools to make decisions that are complicated by the constraints of time pressure, incomplete information, and uncertainty.

PART TWO

Participants will work in small groups on decision-making tools, analyses, and cases, gaining hands-on experience in understanding decision journeys in social contexts and learning how to diagnose the myriad last-mile issues that populate the gap between intentions and action. The main objective is to build participants' skill sets as behavioural change agents, and empower them to implement these tools in their own 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 leverage social influences in 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

WORLD-CLASS FACULTY LED BY Professor Irene Scopelliti



Irene is Professor of Marketing and Behavioural Science at Bayes Business School, City University of London, where she is also co-director of the behavioural lab. She holds a PhD in Management from Bocconi University and has previously worked at Carnegie Mellon University. Irene's research on human judgment and decision making focuses on the assessment and correction of psychological biases, and related aspect of human behaviour and cognition (e.g., self-control, self-presentation, lay beliefs).

Irene's work has published in leading management, marketing, and psychology journals including *Management Science*, *Psychological Science*, *Journal of Consumer Psychology*, *International Journal of Research in Marketing*, *Organizational Behavior and Human Decision Processes*, *Journal of Product Innovation Management*, and has been featured by major news organizations such as Forbes, Time Magazine, BBC News, the New York Times, the Guardian, and the Atlantic.

Professor Anirban Mukhopadhyay



Anirban is Professor of Marketing at Bayes Business School, City, University of London, and concurrently for 2023-24, the Lifestyle International Professor of Business and Chair Professor of Marketing at the School of Business and Management, Hong Kong University of Science and Technology (HKUST). His research examines the interplay between consumers' lay beliefs, emotions, and self-regulatory decisions, with substantive interests including food-related decision making, field experimentation with policy implications, and the interplay of consumption and subjective wellbeing. Anirban is a

former Editor-in-Chief and Co-Editor of the *Journal of Consumer Psychology*, Associate Provost (Teaching and Learning) at HKUST, and Associate Dean (Undergraduate Studies) at HKUST Business School, among other appointments. As one of the world's most prolific consumer psychologists, he is a past winner of the Early Career Award of the Society for Consumer Psychology, and has been decorated as an MSI Scholar and a Young Scholar by the Marketing Science Institute. Anirban holds a PhD in Marketing from Columbia University and was previously on the faculty of the Ross School of Business, University of Michigan.

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