



BAYES
BUSINESS SCHOOL

CITY ST GEORGE'S
UNIVERSITY OF LONDON



Strategic Decision Making for Leaders

Lead yourself and others confidently through uncertain times by improving your decision-making skills.

Key information

Fees

£1,995 (no VAT is charged)
Includes all meals, refreshments
and programme materials.

Dates

Programme dates available at:
[www.bayes.citystgeorges.ac.uk/
strategic-decision-making-for-leaders](http://www.bayes.citystgeorges.ac.uk/strategic-decision-making-for-leaders)

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.



Find out more

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.

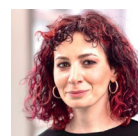
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World class faculty lead by



Professor Irene Scopelliti is a Professor of Marketing and Behavioural Science at Bayes Business

School, and Co-Director of the Behavioural Lab. She holds a PhD in Management from Bocconi University and previously worked at Carnegie Mellon University. Her research focuses on human judgment, decision-making and psychological biases, including self-control and self-presentation. Her work has been published in leading journals such as Management Science, Psychological Science, and Journal of Consumer Psychology, and has been featured by Forbes, Time Magazine, BBC News, The New York Times, The Guardian, and The Atlantic. She is also an active contributor to industry discussions on decision-making and consumer behaviour.



Professor Anirban Mukhopadhyay is a Professor of Marketing and Behavioural Science at Bayes Business

School and Interim Co-Director of the Centre for Health & Care Innovation & Research. Previously, he was the Lifestyle International Professor and Chair Professor of Marketing at Hong Kong University of Science and Technology where he also served as Associate Provost and Associate Dean. His research explores consumer beliefs, emotions and decision-making, focusing on health-related choices, policy-driven field experiments and wellbeing. He is an Associate Editor at the Journal of Consumer Psychology where he was formerly Editor-in-Chief and has held editorial roles at Journal of Marketing Research and Journal of Consumer Research. He holds a PhD in Marketing from Columbia University, an MBA from IIM Bangalore and a BSc (Hons.) from St. Stephen's College, Delhi.