

**STAFF Conference
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Dynamic Decision Making

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Decisions, Decisions

Simple vs. Complex

Is this report ready to send to my VP?

Who do I hire as a new Associate Director?

Evaluating your own tendencies – are most of your decisions:

- short term or long term solutions?
- planned or reactionary activities?
- made by you or do you delegate that responsibility?

Components

Leadership = Great Decision Making

Definition

Identifying and selecting the best alternative based on the values of the decision maker

3 Kinds of Decisions

1. Decisions whether
2. Decisions which
3. Contingent decisions

Systematic Approach

Logical process

- Repeatable, consistent
- Include all critical elements

6 Steps

1. Constructive environment
2. Generate good alternatives
3. Explore these alternatives
4. Choose the best alternative
5. Check your decision
6. Communicate your decision -> take action

Business Approach (Forbes Magazine)

Intuitive process based on experience

- Top executives have the ability to consistently make sound decisions
- It only takes 1 bad decision to undermine a lifetime of good ones
- Not all inputs should have same weight -> develop qualitative filtering mechanism to make better decisions in shorter period of time
- “gut instinct” based on credible information and knowledge

Business Approach (Forbes Magazine)

7 Steps

1. Perform situation analysis
2. Subject your decision to public scrutiny
3. Conduct cost/benefit analysis
4. Assess the risk/reward ratio
5. Morality -> is this the right thing to do?
6. Make the decision
7. Always have a back-up plan

Your Approach

Logical Process with intuitive influence

- Start with situation analysis
- Involve the right people
- Seek dynamic ideas and input
- Assess risk/reward ratio
- Evaluate and modify the solution

Discussion

- My VP says that we have to improve participation by 5% points – how?
- Making decisions as a team – what works and what doesn't work?
- We have to find a better email marketing program to use – where do we begin?
- Should we host a stewardship event in Boston?
- How do I choose between two exceptional candidates to fill the Associate Director position?