Decision Intelligence: A two-part course

Every decade or so, a new business discipline is born. Did you know that there was a time before project planning? Before Business Intelligence? Before Business Process Management?

Today, Decision Intelligence is the next such breakthrough: it is a proven approach that has saved hundreds of millions of dollars for organizations worldwide. It brings the best of Big Data, Predictive Analytics, Deep Learning, and Systems Modeling to every role in the organization, including executive management, program managers, and quantitative modeling experts.

Join us for workshop *Getting Started with Decision Intelligence* plus, optionally, *Decision Intelligence Hands-On.*

You'll learn:
- How to answer the question: "If I make this decision today, what will be the outcome tomorrow?"
- How to create a **decision collaboration team** to **design, test, and update** your organization's most important decisions, creating continuous improvement and organizational learning
- How to combine **intangible** factors**,** like employee engagement and customer experience, with **tangible** ones, like cost of goods and closed sales
- Two secrets that, together, will increase your team's decision-making intelligence tenfold
- How to make decisions that have **multiple outcomes**
- How to avoid the most common trap that causes Big Data projects to fail, and how to **radically accelerate the value that you receive from all data, big and small**
- **The three secrets of small data,** and how you can use it to supercharge your decision intelligence
- How to ensure your team is **aligned around outcomes**, so that every decision pulls in the same direction
- The secret to "**seeing around corners**" – predicting the future by combining data with your team's expertise
- How to **manage assumptions** and to change direction when reality doesn't quite match them
- Why **great organizations make terrible decisions**, and how to fix them
- How decision intelligence uses the **latest research in neurobiology, cognitive science, and collaboration** to make decision-making intuitive, natural, visual, and social
- How to "become a hero" by helping your organization to create a **decision advantage**

In *Decision Intelligence Hands-On*, you'll take a deeper dive, with interactive exercises. You'll learn what it means to be a Decision Intelligence Scientist, Architect, and Facilitator.

Getting Started with Decision Intelligence

1. *WHY?*
   a. Big data, big models, big complexity
   b. The Decision Factory
   c. The Relevance Gap
   d. Research findings: how many big decisions are designed, tracked, monitored, improved?
   e. Cognitive Bias
   f. Predictive Analytics and Forecasting: A Short History of the Future
2. *WHAT?*
   a. Benefits of decision modeling
   b. Decisions in your organization that can be modeled
   c. Case studies
3. *HOW?*
   a. Trouble in Big Data Paradise: Overcoming the Data Delusion
   b. Structured Decision Making
   c. Creating a Living Decision Model
      i. The Navigational Infrastructure
      ii. The Decision Intelligence Framework
      iii. Assumption Management 101
   d. Decision Design

i. Building the Decision Model
ii. Best Use of Quantitative and Qualitative Data
iii. Sensitivity Analysis
iv. Key Factors and Assumptions
v. Incremental Design and Refine

Decision Intelligence Hands-On

1. Constructing a decision model
   a. Why we are here: Decision Outcomes
      i. Understanding true outcomes versus proxies
      ii. System 1: outcome brainstorming
   b. What we can do: Decision Levers
      i. Understanding Levers versus externals
      ii. Unsticking lever ideology: lever brainstorming
   c. What's around us: Decision Externals
      i. Sources of external data
      ii. Sources of external expertise
      iii. Assumptions: externals with uncertainty
      iv. Forecasts: externals with time
   d. The nuts and bolts: Dependencies
      i. Simple dependency equations
      ii. Complex dependencies: logic and code
      iii. Determining dependencies through machine learning / Big Data
2. Running the model: simulating the future
3. Implementing the decision in the organization
4. Tracking assumptions and "back to the drawing board"