

### Linking Thought and Action: Behavioral Perspectives in Decision Making

#### Zvi Josman

Mon Jul 13      *Start Time* 0900      *End Time* 1215

This course is designed for those who want to...

Gain significant knowledge of relevant theoretical and practical aspects of the decision-making process, based upon current theory, research and practice or to enhance one's personal awareness and insight into thought processes involved in the decision-making process, by encouraging reflection and analysis of decisions.

It will be helpful to have the following experience and/or educational background in order to gain the most from this session...

Participants who have had experience in making personal decisions. The seminar caters specifically to those individuals with strong motivation to engage and reflect upon their decisions (past, current or future), as a means to enhance their personal awareness and skill in making decisions.

Business experience in working within an organizational framework(s) is highly relevant and especially encouraged.

Content areas to be covered during session...

Thought and action - the relationship; how our "reality image" is constructed, represented and guides action; fidelity (accuracy) of our "reality image".

Decision theory - formal, prescriptive vs. descriptive and behavioral approaches;

Stages of decision-making: problem identification, definition and redefinition, generation and analysis of alternatives, implementation and evaluation.

A method for analyzing thought and decision processes; thinking reflectively.

Confidence in decision-making: need for action vs. complete information; implications for action.

Pitfalls, biases and traps: thinking, making-decisions and acting.

Detailed description of course...

Managers devote substantial efforts to what many important theorists and practitioners consider the most critical, core managerial function - making decisions. Therefore managers are obliged to significantly enhance their knowledge of the decision-making process, integrate related theories and approaches, methods and techniques, as well as cultivate their decision skills and develop personal insight.

Our seminar will focus on the issue of thought and action as they relate to the decision-making process. The approach is anchored in a behavioral sciences orientation to decision-making, compared with other mainstream approaches in mathematics, statistics and economics. Specifically, this seminar assumes a descriptive - reflective perspective to decision-making, thus differing from normative, rationalist and prescriptive approaches.

The seminar incorporates a variety of methods: a brief lecture, personal exercises, 2 quizzes, a decision case analysis, and a personal case analysis with instructor feedback.

Facilitator's method for providing an interactive session...

Knowledge of essential concepts in individual decision-making. A methodology for analyzing and evaluating decision processes. Enhanced personal insight and reflective skills for improving decision-making processes. Provision of instructor feedback on a written personal decision case study (optional). Participants will receive all seminar materials: summary slides and key articles, exercises and quizzes, case study.