



Decision Making & the Human Brain

Investment

\$990 incl. GST per person
Company packages available
All meals and refreshments
included

How to enrol

Visit our website –
www.mgf.com.au
Or contact us on 8363 3901
Or email: info@mgf.com.au

Venue

Enterprise House, Room 6
136 Greenhill Road
Unley, SA
(Underground and street parking
available)

Date & Time

One & a half day seminar
May 27th & 28th
Fri 27th 9am – 5pm
Sat 28th 9am – 1pm

'Decision Making & the Human Brain' is full of new insights from recent brain research which will help you to understand how your emotions / gut-feelings are part of your decision making even when you think you are being rational and logical.

It will develop your decision making skills through case study application of the brilliant PROACToR rational decision making method, developed by Harvard's Howard Raiffa

We will show you the common pitfalls of poor decision making and coach you through strategies that work in the real world

What you will learn

How to make better decisions by,

- Understanding your emotions – the E-brain
- Becoming more skillful in rational analysis – the R-brain
- Understanding the interactions between your emotions and reasoning and how this can affect your decision making ability.

Who should attend?

- Chief Executives
- General Managers
- Managers
- Business Advisors
- Non Executive Directors

Please note that this program is not industry specific in this offering. However it can be industry customised upon request.

Why decision coaching works

Most people appreciate the value of good coaching. And most people, especially professionals, know that making decisions is the most important and transforming activity of their lives. Yet few people have ever had systematic coaching in how to make decisions. Most people, in fact, are almost completely self-trained in decision-making.

Good swimming coaches recognise that untrained swimmers tend to make a few characteristic errors. Researchers in decision-making have learned that untrained decision-makers make equally characteristic errors. For instance, people frequently define their problems in ways that cause them to overlook the best options. Or they fail to collect key factual information because they have too much confidence in their original assessment of the situation.

Just as the best swimming coaches have developed ways to overcome the most common errors of swimmers, decision-making researchers are developing ways to overcome the characteristic errors of self-taught decision makers.

In this seminar we will show you those pitfalls and coach you through strategies that work in the real world.

As in swimming, no matter how good you already are, you can always become better.

'Decision Making & the Human Brain' will

- Examine the process of decision-making systematically and learn how each part of the process contributes to an excellent decision
- Teach you to recognise the subtle ways in which even the best decision-makers err, and apply effective techniques for resolving even the most difficult and complex decisions
- Teach you to make wise use of both rational reasoning & emotion/intuition through application to complex Harvard style case studies.

About the Facilitators

Professor Ian Scarman is a Harvard MBA and former mining company CFO. He has taught MBA students in the USA, Asia, Europe and Australia. He has won teaching awards for his practical and pragmatic case study approach to teaching.

Max Franchitto has degrees in Economics, Legal Studies and an MBA from Top 5 Australian Universities. He also completed an Executive Development Program at Harvard Business School. He is a proponent of the case study learning methodology and is currently teaching & assessing at Masters level in the finance sector. Max works with senior executives as part of his consulting practice and brings a practical experience to the challenges of decision making in today's business environment.