

EXECUTIVE DEVELOPMENT PROGRAM

APRIL 10, 2013
1:00 PM–4:30 PM

PUBLIC \$995 (FULL DAY); \$580 (HALF DAY)
UD ALUMNI \$945 (FULL DAY); \$580 (HALF DAY)
PARTNER \$870 (FULL DAY); \$580 (HALF DAY)

BEING DECISIVE: HOW TO MAKE BETTER CHOICES IN LIFE AND WORK

Most of our day-to-day decisions – which route to take to work, which sandwich to buy for lunch – are pretty effortless. But the tough calls can take a toll. And for most of us, those tough calls are likely to make a big impact on the success of our work, lives, companies, and careers.

Much has been written over the past few years about the irrationality and biases that hinder decision-making. But being aware of a bias doesn't correct it, just as knowing that you are nearsighted doesn't help you to see better. Given that we may be wired to act foolishly sometimes, how can we overcome those biases to make better decisions?

Having a reliable process to make decisions helps to navigate the biases that intrude on our thinking. A trustworthy process – one that you use again and again – can quiet those doubts and reassure you that you've followed the right steps towards making the right decision.

This program will draw on extensive experiences and research to help you think more clearly about your decisions. By learning the 4-step process, you will be able to make smarter choices and get better results.

THIS PROGRAM WILL HELP EXECUTIVES:

- Appreciate and understand why it can be difficult to make tough decisions.
- Learn how to apply the 4-step process for making smarter choices as a leader.
- Create “tripwires” that signal when you should re-evaluate a decision.



Dan Heath

Dan Heath is a Senior Fellow at Duke University's CASE center, which supports entrepreneurs who are fighting for social good. He is the co-author of Switch: How to Change Things When Change is Hard, which debuted at #1 on the NY Times and Wall Street Journal best seller list. The Heath brothers previously co-wrote the critically acclaimed book Made to Stick, which was named the Best Business Book of the Year and spent 24 months on the Business Week bestseller list. They will also be releasing their next book, Decisive, in March 2013.

Previously, Dan worked as a researcher and case writer for the Harvard Business School, co-authoring 10 case studies on entrepreneurial ventures, was a columnist for Fast Company Magazine and later served as a Consultant to the Policy Programs of the Aspen Institute. In 1997, Dan co-founded an innovative publishing company called Thinkwell, which continues to produce a radically reinvented line of college textbooks.

Dan has an MBA from Harvard Business School, and a BA from the Plan II Honors Program from the University of Texas at Austin. He has also taught and consulted with organizations such as Microsoft, Phillips, Vanguard, Macy's USAID, and the American Heart Association.