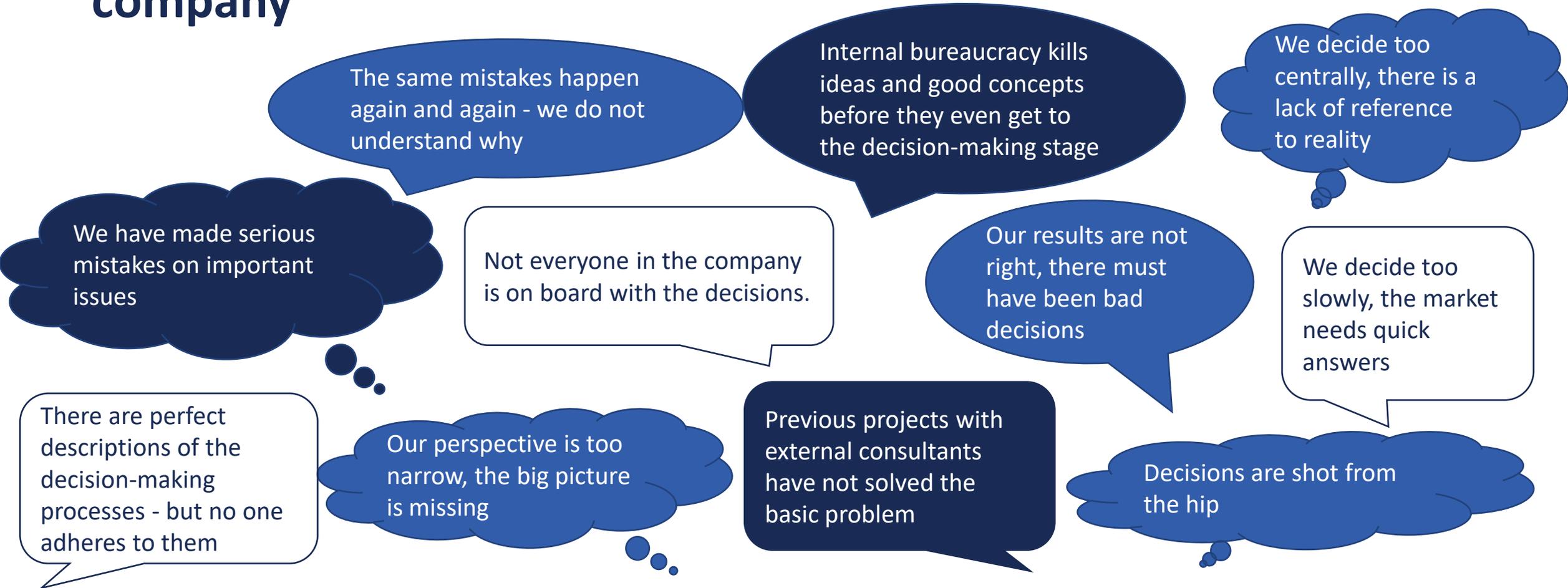


Decision Excellence

A partnership offer to improve
your decision-making step by step



You may be familiar with one or the other statement from your company



These are indications that there is a need for action in decision-making - but where exactly?

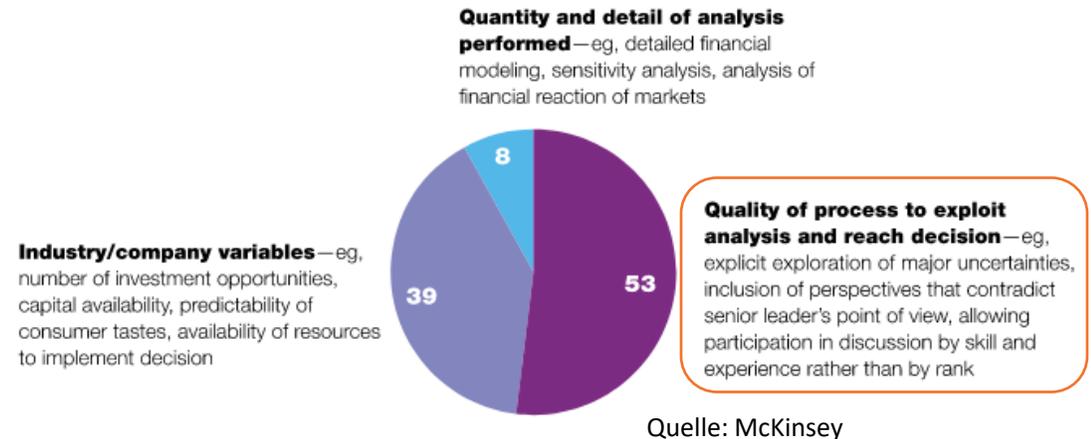
Decisions as a very central theme in organisations

- Your current status and your company value are the result of previous decisions.
- Your decisions are a more or less good response to external influences.
- Organisations are differentiated from others by their decisions, both positive and negative.
- Excellence in your decision-making needs the right framework or process for your context.
- Decision-making processes can be perfectly & logically designed, but in practice may be systematically distorted by unconscious biases.

➤ **You decide how you decide!**

Share of performance explained by given element

(based on multivariate regression analysis), %



Study by the University of Giessen 2020:

- 72% of respondents attribute past wrong decisions in part to biases
- 90% of respondents state that biases can have negative consequences for their company
- Only 12% of respondents have systematically implemented countermeasures (= de-biasing) in their decision-making processes

Get decisively better!

Decision Excellence – get better step by step



Where do we stand

- Quality of decisions
- Analysis of error patterns
- Severity matrix

Decision scan



How do we decide

- Process, preparation and follow-up
- Effectiveness of meetings
- Implementation

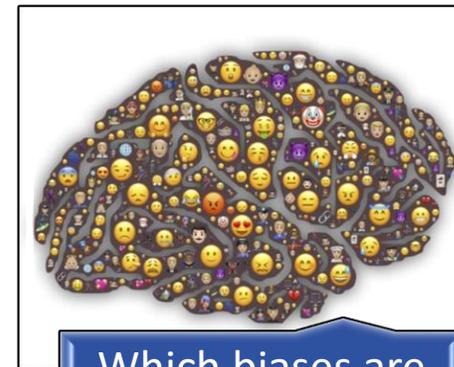
Meeting observer



Where there is skewness

- Process analysis
- Incentive check
- Process effectivity

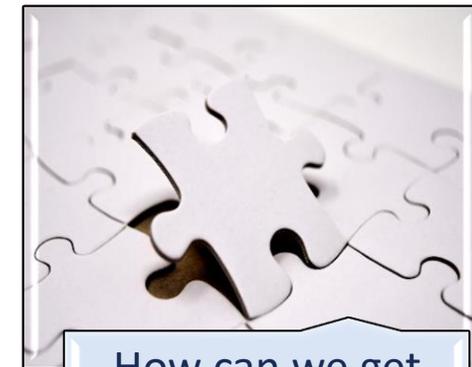
Process scan



Which biases are relevant

- Based on previous steps
- Bias identification
- De-biasing options

Bias audit

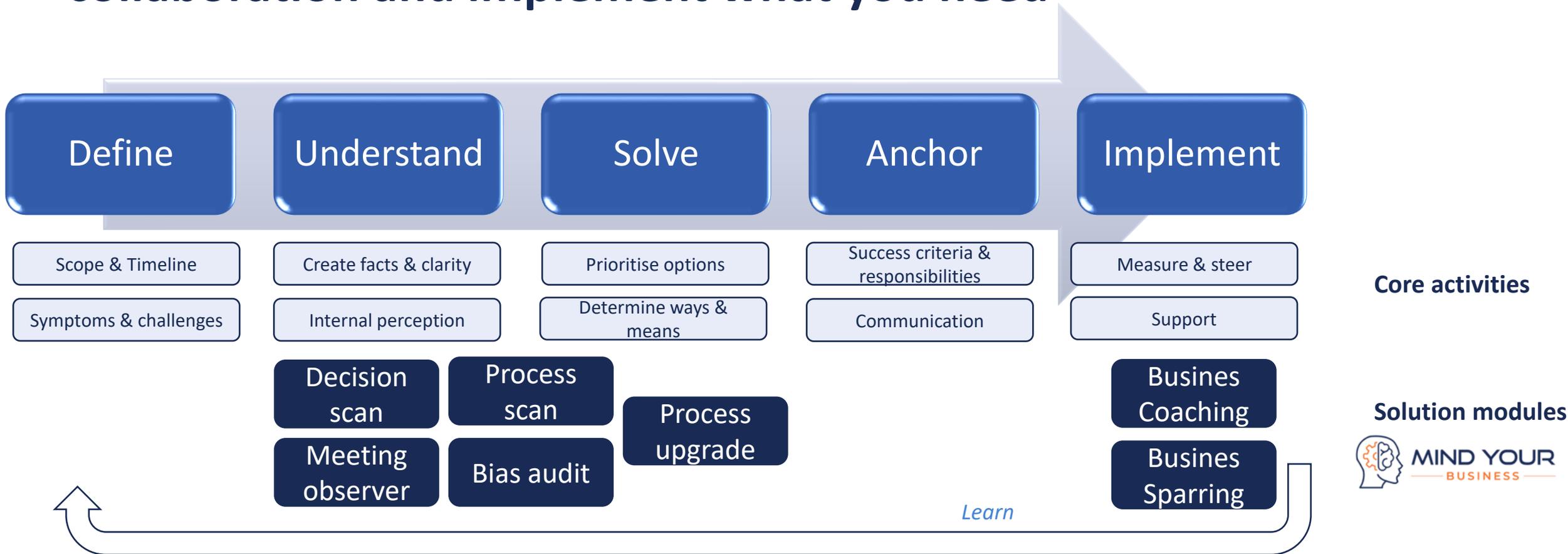


How can we get better

- Selection of measures
- Goals & contents
- Implementation & check

Process upgrade

We combine core activities and solution modules in our collaboration and implement what you need



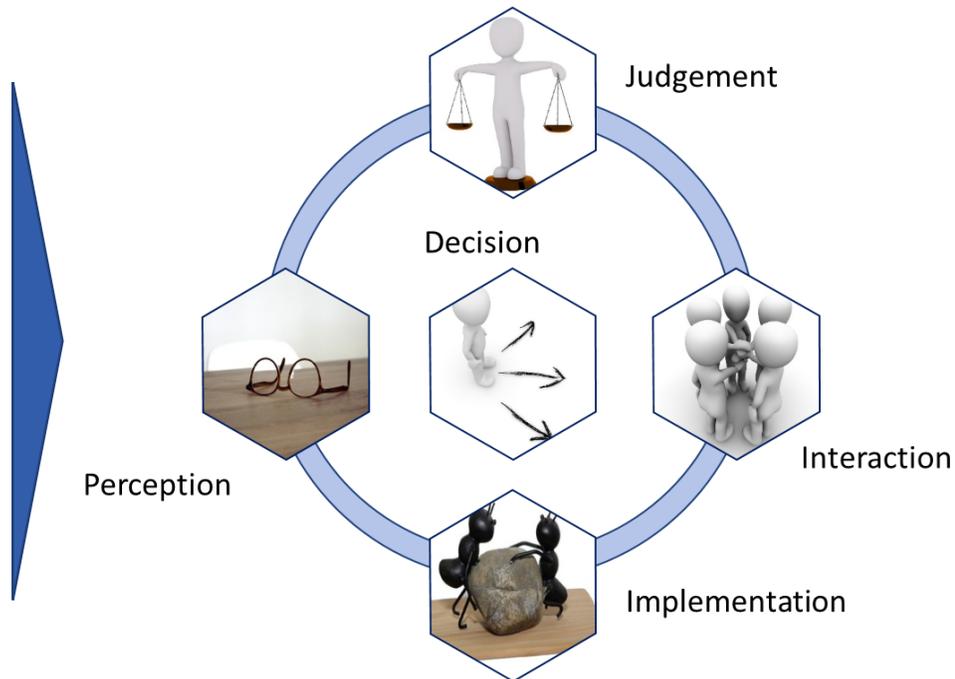
Depending on your specific needs, the implementation takes place as a "classic" project or according to agile principles - in any case with the modules that fit for you!

Are decisions the only relevant issue?

No, but the decisive one.

For both individuals and organisations, other factors play a role.

You decide how intensively we devote ourselves to them.



Definitionen (Wikipedia):

- **(Cognitive) Bias:**

A cognitive bias is a *systematic pattern of deviation* from norm or rationality in judgment ... [they] may sometimes lead to perceptual distortion, inaccurate judgment, illogical interpretation, or what is broadly called *irrationality*.

- **De-Biasing**

...is the reduction of bias, particularly with respect to judgment and decision making.

Mind Your Business offers as an additional added value to uncover and systematically reduce unconsciously effective biases in all 5 areas.

Central in this:
FOCUS!

De-biasing as part of the solution: systematic reduction of unconscious biases in decision making



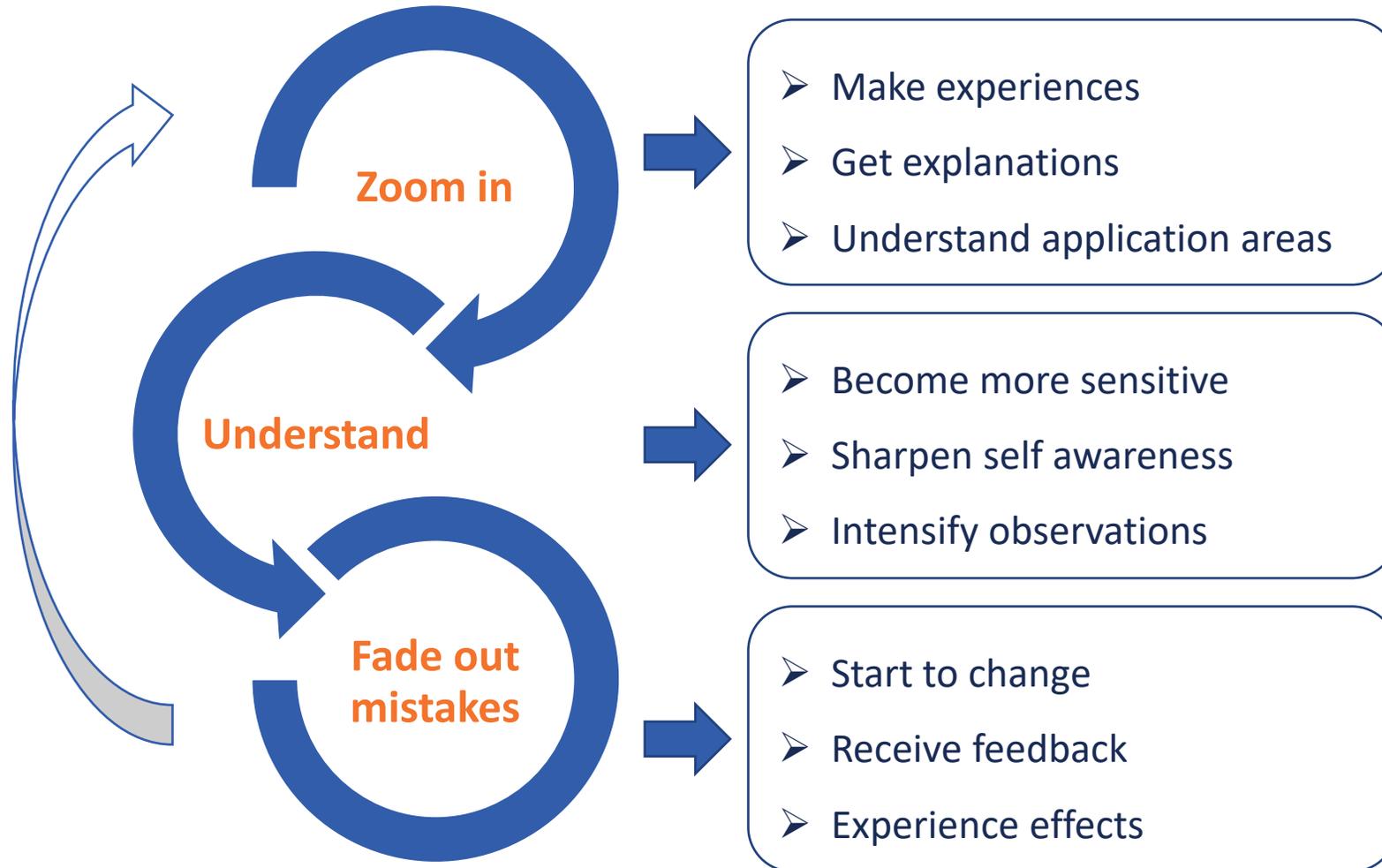
...relevant on every level...



... both holistic & specific for your context...



...needs the will & openness to change patterns!



Let's discuss your individual solution!

Who do you get as a partner?



Experienced business leader with advisory skills:

- 20 years+ experience in three multinational corporations
- 15 years+ experience in leadership teams & decision-making bodies
- Extensive Know-What & Know-How as a project leader in changing organisations, processes and procedures; in addition specialised in effectively reducing unconscious biases in decision making

Mind your business stands for:

- Depth instead of headlines | Proven practice instead of fine-sounding theory
- Individual instead of "more of the same" | Real solutions instead of only claimed successes
- International experience instead of a narrow template

Practical & solution-oriented approach:

- „Markus has consistently demonstrated a great ability to coordinate, handle and leverage the multiple strong personalities surrounding him, making sure that the group energy was always conveyed toward reaching ambitious goals.“ (Andrea Baldini – Head of Pricing, Borealis)



Markus Eckhart

Founder & General Manager
Business Consulting | Sparring | Coaching
| Workshops | De-Biasing



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