

Choosing When It's Confusing: More Effective Decision Making

Course Code: MC96032202

Friday, March 22, 1996

Channel B



Jeff Davidson is an award-winning lecturer, columnist, media personality, entrepreneur and author of 18 successful business books, including *Breathing Space: Living and Working at a Comfortable Pace in a Sped-Up Society*. One of only 2,800 certified management consultants worldwide, he is a highly sought-after speaker,

commentator, and writer. His articles have been featured in *USA Today*, *Business Weekly*, *Your Personal Best*, and many other national publications.

COURSE DESCRIPTION: Today, for whatever you want or need to acquire, there are more brands, features and options than you can comfortably fathom. And, tomorrow there will be more options competing for your attention. You can, however, make decisions without collisions! Even if you are confronted with a bewildering number of alternatives, here's welcome

news about how to choose. We'll explore many effective ways to quickly make your best choice. We'll also discuss when to decide or let it ride during this veritable executive's guide on how to decide!

BENEFITS: After completing this course you will learn:

- How to make decisions more quickly and easily
- Shortcuts to collecting reams of data before making a decision
- When to trust your intuition
- Which decisions are worth making
- How to develop an easy process for making routing decisions

INTENDED AUDIENCE: This course is intended for all levels of executives, managers and career professionals including those in administration, finance or accounting; operations, production or engineering; marketing, sales or promotion; and in general, everyone who wants to be more effective in dealing with the decisions they face.

SCHEDULE: One live, 2 1/2-hour broadcast
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