



Successful businesses rely on critical thinking and accurate forecasting to make better **quality** decisions that are essential to achieving 'mission critical' outcomes.

Accurate forecasting incorporates historic performance data, but this alone does not ensure a successful future.

What if you could increase forecasting and decision accuracy around **future uncertainties** by **65**% or more?



Most humans average only **40-55%** accuracy when making 90% confidence estimates of **certain** outcomes.

Even 'smart' people can make bad decisions

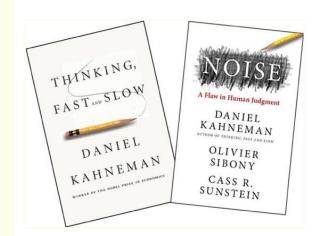
(source: International Institute for Management Development [IMD])

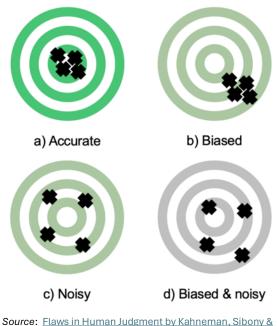




Inaccuracy and poor decisions result from:

- timing constraints
- incorrect, incomplete or data overload
- 'noise'
- cognitive and motivational biases (e.g. siloed / group thinking) & heuristics
- no "data" for the future, or





wild card or unknown future events

And, when it comes to critical thinking,

Al "flunks the test"

(source: Chronicle of Higher Education, March 12, 2024)



Improving forecasting and decision accuracy demands answers to contextual and insightful questions about several future uncertainties ...



... to ensure forecasts are both rigorous and relevant.

Are you asking the 'right' questions to get better answers?





McQueen Associates provides holistic analysis and enhanced forecasting & decision accuracy about future uncertainties.



The Past / Hindsight =

Descriptive: What happened?

- raw & cleaned data
 - reports

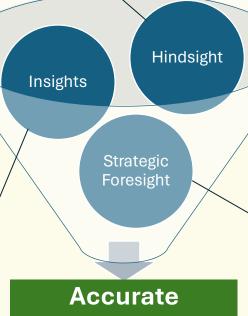


The Present / Insights = Predictive: Why the past happened & what is changing?

- root cause analytics,trend drivers & buffers+ emerging risks &
- internal & external reports analysis
- options analysis
- de-biasing

unknowns

- assumptions-testing
- risk concentration & mitigation analysis
- □ predictive modeling of plausible scenarios



forecasting & better decision-making

The Future / Foresight = Prescriptive / Scenarios: What may happen?

- strategy analysis
- stress-test scenarios
- better questions & answers from world's most consistently accurate forecasters
 probability & outcome confidence analysis
- risk concentration & mitigation analysis
- ⇒ planning for scenarios

Request a free initial consult: info@Geopolitical-RM.com

Available services are noted in green