



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

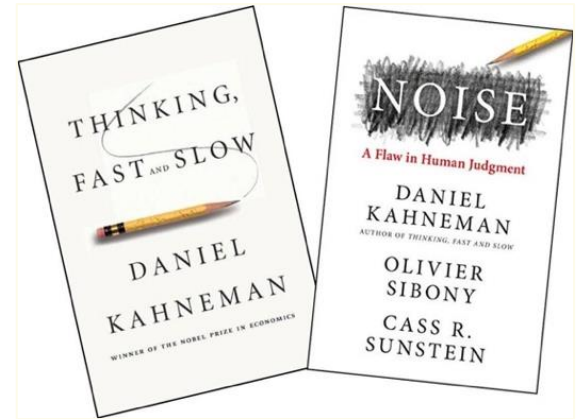
(source: [International Institute for Management Development \[IMD\]](#))





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



a) Accurate



b) Biased



c) Noisy



d) Biased & noisy

Source: [Flaws in Human Judgment](#) by Kahneman, Sibony & Sunstein

And, when it comes to critical thinking,
AI “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 ...**



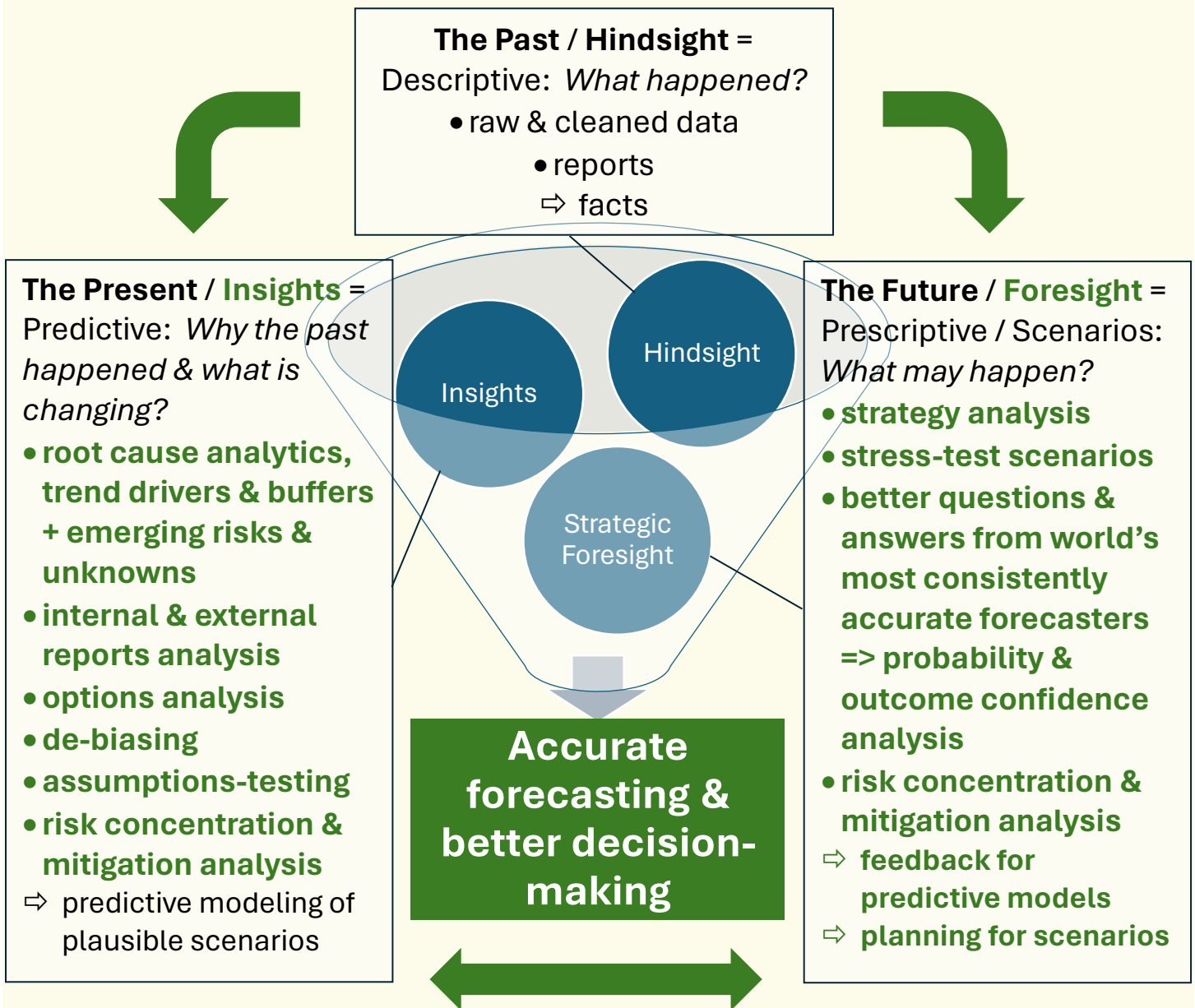
... to ensure forecasts are both rigorous and relevant.

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





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



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

Available services are noted in green