

## WHY SHOULD YOU USE A DECISION-MAKING FRAMEWORK TO HELP YOU MAKE BETTER DECISIONS?

There are instances where a company that made a decision feels they might have made the wrong one. This is because of the repercussions they get after they decided.

There are also times when multiple stakeholders try to influence one another on the alternative that suits them the best. As a result of this power struggle, the decision usually comes down to the one with the best argument and or who has the most support.

In either of the two cases, the decisions made were more than likely not the most effective ones. This is because a decision-making framework with a system view and non-confrontational aspect of the problem was not used.

If you are in the midst of trying to choose between one or several alternatives, and would like help choosing the more effective one, I have the answer. I developed a decision-making framework that is repeatable, reliable, and consistent. It helps companies decide by:

1. Getting the decision makers on the same page
2. Considering the alternatives from a system's perspective
3. Making it such that the most viable choice is made

I can teach you how to 1) make more efficient and effective decisions, 2) understand the decision-making process and why we make bad ones and how to correct them, and 3) manage your time more effectively through the way we think. Enclosed are the courses and coaching I offer.

If you would like to learn more, please contact me at [gi@gerardibarra.com](mailto:gi@gerardibarra.com).



# Courses (06/15/21)

Course	Suggested Students	Description	Deliverables
Decision-making Framework	Executives, Decision Makers, Trainers	<p>Teaches individuals a framework that consists of a 5-step process for making better decisions. The framework is repeatable, reliable, and consistent. And upon completion of the course, individuals will be able to navigate through decisions that are difficult to make or have multiple alternatives to select from, and make the most effective decision based on quantitative and qualitative analysis.</p> <p>The individuals will:</p> <ul style="list-style-type: none"> <li>• Learn about System 1 &amp; 2 Thinking, Needs, Wants and Emotions, Decision Traps, Heuristics, Cognitive Control and Value Base Decision-making, Somatic Markers, Prospect Theory, Systems, Systems of Systems, Systems Thinking, and Requirements.</li> <li>• Understand how to validate and verify one's need, identify what might be confused as a false need, and recognize white noise in their decision criteria.</li> <li>• Go through in detail specifics about the P2MODE (Parts, Process, Maintenance and Operational Costs, Disposal, and Emotions) which is the trademark of the framework.</li> <li>• Experience fully an example problem for making decisions. Individuals will see how to create the base items needed to make a decision, quantify each item which includes one's emotions, calculate each of the item's scores, find the base's total score, determine what are the alternatives, compare the alternatives against the base and each other, and in the end, select the most effective solution.</li> </ul>	<p>This is a two-day course with three half-day follow ups. One per quarter. The course also includes email or live telephone support for one year. The maximum per class is 10 individuals. A hard copy of <i>Good Decisions, Better Outcomes</i> is also included.</p>
Making Better Decisions	Managers, Trainers, and Employees that report to the managers	<p>Provides insight into how individuals make decisions, why they might make bad decisions, and how can they make better decisions.</p> <p>The individuals will:</p> <ul style="list-style-type: none"> <li>• Discern the difference between Needs, Wants, and Emotions.</li> <li>• Learn about Heuristics, Cognitive Control, and Value Base Decision-making.</li> <li>• Discover what are "inefficient decisions."</li> <li>• Understand the meaning of Systems 1 &amp; 2 Thinking, System and Long-term thinking.</li> </ul>	<p>This is a half day course with up to one month of email or phone support. Maximum per class is 20 individuals. A paperback copy of <i>Good Decisions, Better Outcomes</i> is also included.</p>
Value of Time	Trainers and All Employees	<p>Provide insight in how to manage one's time more effectively. The individuals will learn about Systems 1 &amp; 2 Thinking, planning, and the most optimal time to perform certain tasks.</p>	<p>This is a 90-minute course. Maximum per class is 20 individuals. Copies of <i>Good Decisions, Better Outcomes</i> can be negotiated based on bulk pricing.</p>



# Coaching (06/15/21)

Service	Suggested Students	Description	Deliverables
Decision-making Framework	Individuals that want to learn how to use the framework in business or life	<p>Teaches the individual the intricacies of the framework. Goes over in detail the 5-step process for making better and more efficient decisions. Helps the individual verify their need(s) through requirements and functional analysis. Shows how to 1) use the P2MODE to develop their list of items, 2) weigh them based on a system, and 3) rank them appropriately using the row-by-row method. In addition, communicates to the individual how to arrive at their base score, explains the importance of the score, and imparts the significance of using the list of items and total score to negotiate.</p> <p>Upon completion of the coaching, individuals will be able to navigate through decisions that are difficult to make or have multiple alternatives to select from, use the scores to negotiate when appropriate, and make the most effective decision based on quantitative and qualitative analysis.</p>	This is a three-month engagement for a total of 40 hours. The course also includes easy to answer (quick) emails or telephone calls during the time period. A signed hard copy of <i>Good Decisions, Better Outcomes</i> is also included.

