

publishing portfolio

Decision Making

The way that we make decisions is important to the teams and organisations that we are a part of. It establishes reference points and highlights what is important. When done well it creates clarity and precision, when done badly it confuses issues and makes a team unsure about their goals and motivation. This course looks at the key skills needed in the decision making process and enables professionals to put them into practice. Scenarios specific to publishing industry enables learners to put skills into practice in their company.

Decision Making enables the learner to:

- Understand the importance of correctly identifying and analysing key decisions to be made
- Improve the core skills used when making decisions
- Explore both analytical and creative approaches
- Research and plan the decision making approach effectively
- Understand how to develop, assess and implement decisions



Learning outcomes

Deconstructing the decision

- What is decision making?
- How do I identify an issue?
- How do I make sure I fully understand a situation?
- Is it worth tackling an issue?
- Who do I need to involve in deconstructing the decision?

Using analysis

- What is the analytical approach?
- What information do I need to gather?
- How can I gather the information that I need?
- How can I analyse the data I've gathered?
- How can I measure and present the data I've gathered?

Using creativity

- Why is creativity important to decision making?
- How can I encourage creative thinking?
- What tools can I use in the creative approach?
- What do I do with the output of creative sessions?

Implementing a decision

- How do I come up with options?
- Who needs to be involved in making a decision?
- How do I know which is the right decision?
- What do I need to do once I've made a decision?
- How do I implement a decision?

Target audience

This course is designed to appeal to publishing professionals in editorial, sales, marketing and production departments.

Additional services

Tailoring: include your examples and issues.

See also: *Effective Communication, Managing Relationships, Negotiation Skills, Networking Skills, Project Management, Overcoming the Fear of Finance, Communicating Complex Ideas*