



Decision Science for Improved Business Results

Thursday January 26th 2023

About the Course

The ability to ask powerful questions, process large quantities of data, select the right data science models to derive insights, and convert insights into key business decisions – is an essential skill needed to be successful in today’s [data centric world](#). Research by Cornell tells us that an average adult makes about [35,000 decisions every day](#) - small and big. Despite the fact that every decision comes with some amount of risk and uncertainty, individuals and businesses who make better decisions have more original ideas and tend to be more successful.

In response to the growing demand from finance leaders and other professionals to dive deeper into **decision science**, Dr. Southehal has designed and developed a **3-hour** certificate course - **Decision Science for Improved Business Results**.

In response to the growing demand from finance leaders and other professionals to dive deeper into [decision science](#), Dr. Southehal has designed and developed a [3-hour](#) certificate course - [Decision Science for Improved Business Results](#). This course will equip participants with key decision science concepts and skills including strategies, frameworks, and techniques required for making good decisions using the DEAR Model. Dr. Southehal is the inventor of the DEAR model, a systematic and structured approach for data-driven decision-making. He has consulted for over 75 companies and trained over 3000 professionals the world over for corporates, universities, professional bodies, and more. This [3-hour](#) training is designed for professionals including Finance Leaders, Analysts, Managers, Scientists, Engineers, and Executives to build technical and managerial competencies.





Why this Training

Here are 3 top reasons WHY you should take this course.

1. Individuals and businesses who make better #decisions have more original ideas and tend to be more **successful**.
2. In 2021 bad and delayed decisions by managers cost firms a whopping \$270 billion dollars in the United States alone! There is huge **potential** for improved bottom line business performance
3. There is NO point in having great INSIGHTS if you cannot use those insights to make good DECISIONS. While there are many courses in the market on data science, there are NOT many courses on decision science. This course is designed and developed after 6 months of research and validation.

Instructor Profile

Dr. Southekal is one of the leading thinkers on Data and Analytics today. – Doug Laney, Professor at Carnegie Melon and Author of Infonomics.

Dr. Southekal is in the top 75 leading academic data leaders of 2022 – CDO Magazine



Dr. Prashanth H Southekal is the Professor and Managing Principal of DBP-Institute, a Data Analytics Consulting and Education company based in Calgary, Canada. He is also the inventor of the DEAR model, a systematic and structured approach for data-driven decision-making. Dr. Southekal brings over 20 years of Information Management experience from over 75 companies such as SAP, Shell, Apple, P&G, and GE. In addition, he has trained over 3000 professionals world over in Data and Analytics, and Enterprise Performance Management (EPM). He is the author of 2 books - *Data for Business Performance* and *Analytics Best Practices* and contributes regularly to [CFO.University](#) and [Forbes.com](#). He is an **Adjunct Professor** of Data Analytics at IE Business School (Spain) where he received the **teaching excellence award** for the 2020-2021 academic year. Dr. Southekal holds a Ph.D. from ESC Lille (FR) and an MBA from Kellogg School of Management (US). He lives in Calgary, Canada





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References

“Very much enjoyed this weekend's course on decision sciences with Dr. Southekal and my fellow students! The review of decision biases and how to guard against them and well as decision frameworks was very helpful, informative and delivered in a very efficient way.”

[Jesse Boyd, Senior Director, Global Commercial Finance at Thermo-Fisher Scientific, US](#)

“Initially when I heard it is 5 hours training, thought what is there in "Decision Making" subject to spend so much of time. It was wonderful session and I realized the decision taken so far could have been better if I had attended this training long back. Thank you very much Dr. Prashanth.”

[VP-Engineering Services at Griha Software Technologies](#)

“Great session and great course. You provided so much to consider and I've been racing to implement our discussion points ever since.”

[Michael Stratta, CEO Arcalea, US](#)

“Great course today on making more informed/effective decisions. Recommend the DEAR framework”

[Ramsey Changoo, Vice President Global Operations Finance, Cooper Standard, China](#)

“This is a great session for those seeking to objection key business decisions.”

[Chris Lambert, CEO, Payload Technologies, Canada](#)

“Great course Prashanth! Your knowledge and passion for teaching in the Data & Analytics space is invaluable. The approach to decision making using the DEAR framework was very insightful.”

[Arathi Ramesh, Vice President, Lazard Asset Management, US](#)



References (Con't)

“Great course, Prashanth! This is really nice complement to your Data Analytics courses. A data for decision making mindset combined with our experience/intuition ... equals better outcomes.”

[Steve Rosvold, CEO, CFO University](#)

“The content was very well paced and was excellent”

[Mahsa Ramez, Co-Founder & Chief Executive Officer, DataPUB, Turkey](#)

“Great course to build a base in data and analytics, though I must admit the more I understand it, the more I just want to get Prashanth to do it for me, he's amazing.”

[Brad Gaulin, Co-Founder, MExit Inc.](#)

Course Content

Session 1: Introduction to Decision Making

- Introduction to Decision Science
- Decision Making Process and the Insight Continuum
- Types of Questions in Data Driven Decision Making (3DM)
- DEAR Model
- 4 Factors in the Decision Problem

Session 2: Decision Making Techniques

- Analyzing Viable Alternatives
- Quantifying Pay-off values – tangible and intangible
- Decision Making Models
- Decision-Making Environments (Optimization, Maximax, Maximin, Minimax, & EMV)
- Decision Table. Regret table, EOL and EVPI

Session 3: Implementing Decisions and Wrap-up

- Addressing Biases in Decision Making
- Strategies to Avoid Decision Paralysis
- Bringing all the tools and techniques together
- Summary & Wrap-up



Schedule and Logistics

- The training will be delivered **live on January 26th (Thursday) from**
7 PM to 10 PM GMT London
2 PM to 5 PM EST New York
1 PM to 4 PM CST Chicago
Noon to 3 PM MST Calgary
11 AM to 2 PM PST Los Angeles
11 PM to 2 AM GST Dubai (apologies)
- The **3-hour** training will be delivered **live** over **Zoom**, and is open to anyone in the world.
- Early Bird Tuition – Sign up by January 19th: **USD 299.00**
 Tuition after January 19th: **USD 399.00**

Course Details

#	Feature	
1	Live 3-hour course over Zoom	Yes
2	Recordings of the course in Zoom for 3 months	Yes
3	Curated articles on Decision Science	Yes
4	Compiled list of over 30 Problem Solving and Decision Science Models	Yes
5	Certificate of Achievement	Yes
6	Slides in PDF format	Yes
7	25% Discount code Dr. Southehal's 2 books – <i>Data for Business Performance</i> and <i>Analytics Best Practices</i>	Yes
8	One standard course at CFO.University for free through April 30 th , 2023	Yes

REGISTER NOW

Finance Analytics for Business Results

