



Understand decision-making pitfalls

The challenge

Decision-making is an eminently biased process. The experts show that even the most careful and competent individuals regularly fall into the same traps, to the point where one of every two strategic decisions ends up being a mistake!

So, how can one avoid making bad decisions? The fact is that mistakes are very often made upstream in the decision-making process. Those involved must stay on their toes throughout the entire process to ensure that they are not trying to solve the wrong problem, are not using irrelevant information or selecting among the wrong options, etc.

Four steps to make good decisions

