

Innovative Decision Making

What is Innovative Decision Making?

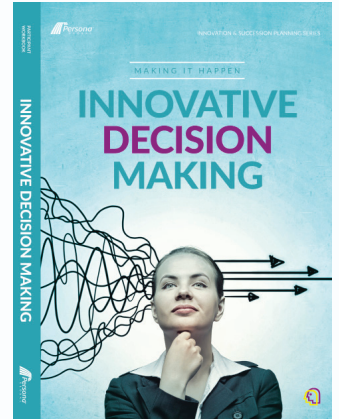
Innovative Decision Making (IDM) is an individualized, self-assessment, and workshop-based methodology, which addresses the universal need of business people: how to arrive at the best decisions.

IDM examines how the creative process can be applied to optimize decision making and problem solving. It provides an easy-to-understand, overall framework for the decision making process.

In a non-judgmental fashion, the methodology offers individuals insights into their decision-making styles, and provides a practical set of tools for improving overall creativity in decision-making. IDM's ultimate goal is to empower each individual with a greater creative capacity, at

each step of the decision-making process.

Most creativity-based programs apply a "one-size-fits-all" boilerplate approach. **Persona** GLOBAL®'s IDM is the only major program that first analyzes the individual's tendencies in four creative capacities: Information Openness, Brain Holism, Uncertainty Coping, and Risk Acceptance. While focusing on each participant's personal decision-making skills development, IDM provides an action plan by which participants can learn how to unleash the under-utilized aspects of their creative intellect. The result is a far more powerful approach to decision making optimization.



CASE STUDY

Garuda Airlines



◆ SITUATION

Garuda, Indonesia's \$1.6 billion, government-owned airline, wanted to make a strong push towards helping Indonesia achieve First-World status and greater economic success.

◆ COURSE OF ACTION

Garuda trained 140 senior and middle managers with **Persona** GLOBAL®'s Innovative Decision Making methodology. Its objectives were to enhance management's ability to view problems with a fresh perspective, to explore uncertainty and risk, and to integrate creative and rational elements into making appropriate decisions.

◆ RESULTS

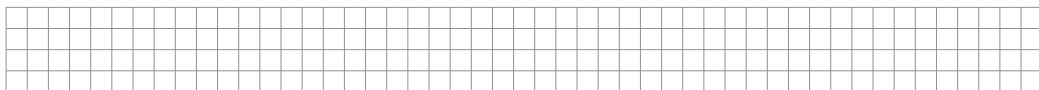
Garuda reported that more than 85% of its managers were able to implement **Persona** GLOBAL®'s Innovative Decision Making techniques back on the job. Garuda, now ranked among the world's top 30 airlines, has grown to carry over 10 million passengers a year.

IDM Benefits for the Participant

- **ACTIONABLE.** Tools and techniques learned can be applied immediately.
- **COMPUTER-GENERATED PROFILE.** Each participant is measured in four creative capacities.
- **CONSENSUS BUILDING.** Provides insights into how different creative personalities approach problem solving. Participants can use insights to facilitate closure on major decisions.
- **LONG-TERM VALUE.** Businesses can use the four-step decision making process repeatedly, when facing important, complex or difficult decisions.
- **NON-JUDGMENTAL.** Acknowledges all individuals have creative strengths, and advises them on how to improve weaker creative faculties.
- **REAL-LIFE APPLICATION.** Participants can use an important pending business decision or project as their case study.
- **SKILLS ENHANCEMENT.** Everyone can acquire new tools and techniques for improving their decision-making powers.
- **UNIQUE ASSESSMENT TOOL.** Takes into account individual traits and builds upon this knowledge for customized self-development training.
- **UNIVERSAL.** Applies to managers and decision makers at all levels within an organization.



ISPI Approved **Persona** GLOBAL® training and certificate programs are pre-approved by the International Society of Performance Improvement (ISPI). Earn up to 12 points towards your CPT recertification with any all **Persona** GLOBAL® training and certification program.



*“The Innovative Decision Making workshop is very valuable to me as a Sales Manager. I have attended other workshops on decision making but **Persona** GLOBAL®’s IDM is different. It is easy to follow, down-to-earth, and user-friendly. I’d like to see all supervisors to go through it.”*

Vani Sardjono • Regional Sales Manager, Garuda Airlines

Methodology in Practice

Innovative Decision Making is designed to be used as either a training tool to optimize decision making on a day-to-day basis, or as a consulting tool to assist business and individuals facing a myriad of decision points on a specific, large-scale project. Companies often use IDM when embarking on major business initiatives, such as package design implementation, or marketing and advertisement campaign development.

In its training format, IDM can be implemented in 2-5 days, depending on the needs of the participant and the complexity of the project. Companies can choose to use a workshop case study provided by the consultant or work on a real-life project.

Focus on How People Make Decisions

The IDM methodology has two phases: participants first answer a questionnaire and receive feedback on their creative abilities. Then, they examine the four basic steps in making a decision, and how using the four creative capacities can optimize decision making.

Based on their feedback reports, participants identify where they can improve their creative capacities, and select a number of new tools and techniques which will help them become better decision makers.

Through working on a case study, participants experience firsthand how different creative intellects approach problems, and how using specific tools and techniques can lead to a far greater range decision “outcomes.”

Unique Value Proposition for Industry Professionals

- **IDM CERTIFICATION.** Experienced professional trainers or consultants can be certified in applying IDM most effectively delivered in 2 days for certification and 2 days for workshop.
- **DEVELOPMENT FEEDBACK.** Participants are given clear feedback on what creative capacities need to be strengthened; this enables the workshop sessions to be productive for each individual.
- **FLEXIBILITY.** IDM is applicable as a training or consulting tool, and can

be used as a phased process for large corporate projects.

- **GLOBAL REACH.** IDM has been adapted to different cultures and is available in most major European and Asian languages.
- **MEASURABLE.** Re-administration of the survey instrument can measure improvements in the individual’s use of creative capacities.
- **TURNKEY.** All materials are provided.
- **UNIVERSAL.** IDM is a powerful methodology that addresses a universal challenge: all businesses need to exercise good judgment in business decisions, and to foster creativity and innovation.
- **VARIETY OF TOOLS.** IDM offers a rich assortment of tools, techniques, and “games” so that participants have “fun” while they learn.

Credentials

Persona GLOBAL®’s IDM scored consistently high in a comparison of the three leading decision-making programs. A Malaysian research study reported that IDM placed high in employee recall of the decision-making process, and in providing a comprehensive decision-making model. IDM also won high marks for its innovativeness of the training methodology and feedback mechanisms.

ABOUT THE AUTHOR



Jon Gornstein

Founder and President of **Persona** GLOBAL®

The Persuasive Communicator® and Innovative Decision Making™ were developed by **Jon Gornstein** – the founder and President of **Persona** GLOBAL® who has devoted his 39-year career to helping multinational corporations make changes in leadership and corporate culture, improve organizational alignment, enhance performance and strengthen communications. He has consulted in more than 72 countries to companies such as Abbott Labs, Disney, IBM, Glaxo SmithKline, Cathay Pacific Airways, Goldstar, and Hilton Hotels.



For more information about **Persona** GLOBAL®, Inc.’s metrics and methodologies, please contact info@personaglobal.com or visit www.personaglobal.com



ABOUT **Persona** GLOBAL®

Persona GLOBAL® is a worldwide provider of assessment tools and methodologies for corporations facing challenges in change leadership, communication, organizational alignment, sales, customer service and management. **Persona** GLOBAL®, Inc.’s metrics and methodologies are currently available in 72+ countries; its programs have been translated in up to 38 languages. More than 1,700 certified **Persona** GLOBAL® practitioners around the world serve their clients as strategic business partners.

Corporations that have benefited from **Persona** GLOBAL® Programs include:

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|--------------|---------------------|----------------------------|
| • BMW | • Applied Materials | • British Airways |
| • Mitsubishi | • Dell Computer | • Japan Airlines |
| • Disney | • IBM | • Credit Suisse |
| • Coca-Cola | • Alcatel | • American Express |
| • Hitachi | • Motorola | • SONY Music Entertainment |