

# Strategic Decision and Risk Management

2021 Class Offerings



SDG

**DECISION**  
EDUCATION CENTER



The University of Texas at Austin  
Texas Executive Education



#7

U.S. Ranking for Custom Executive Programs

85%

of companies return each year

95%

of companies return within five years

### Our Approach

Our smaller class sizes promote engagement with faculty and business leaders as well as the formation of meaningful relationships with other participants.

### Faculty

"Professor-practitioners" that bring the latest academic research as well as their real-world experiences to bear on today's business challenges.

### Campus

"What Starts Here Changes The World" – The University of Texas motto – permeates everything we do.

### Location

Experience a city that has become an innovative incubator of research, economics and culture.

## Texas Executive Education

Often, when executives and senior leaders advance within their organization, they are put in situations for which they have not been formally prepared. The graduate-level open enrollment classes at Texas Executive Education at The University of Texas at Austin provide you with the business acumen and professional development to get ahead.

Our classes are masterfully designed to give you or your team the tools to thrive where others may fail. Taught by world-renowned McCombs School of Business faculty, these highly innovative and interactive classes offer a collaborative environment where you will learn from other seasoned business professionals as well as from our professors and practitioners.

### Advance your career. Advance your company.

We offer our classes in a high-impact, interactive learning environment, and our top-tier faculty deliver individualized solutions backed by research and extensive real-world experience. Texas Executive Education has the full resources and capabilities of The University of Texas at Austin and provides personal consulting from our knowledgeable core team of faculty and staff.

*"This place is like a spa for the mind. Upscale surroundings and activities and dialogue to challenge and recharge the brain!"*

*Marc Cohn  
IT Technical Manager, USAA*

## The Right Decision for Success

Successful decision-making processes are not intuitive. In order to make great, or even good, decisions under pressure, you need a structured framework. You must clarify the problem that needs to be solved, explore the available options, understand the impact of your decision, and commit to your choice with confidence.

*The Strategic Decision & Risk Management (SDRM) certificate provides you with the techniques to recognize risks from your stakeholders' perspectives and innovatively generate better alternatives.*

Enroll in an individual class or earn a customized certificate by completing six credits (one required core class plus five additional core and/or elective credits in strategy, decision-making, leadership, innovation, and execution).

The SDRM program is at the front edge of decision-making philosophy. The courses available in this program have been perfected and honed over the past decade and are now available as a certificate program at Texas Executive Education's Austin location.

The program serves diverse areas of an organization, including finance, risk management, planning, engineering, marketing, R&D, IT, design, supply chain, business development, and HR/talent development.

### Who Should Enroll

Decision-makers and those in decision-making and risk-management positions within their organization. It is recommended that attendees have a bachelor's degree and at least three years of work experience.

The Strategic Decision and Risk Management courses offered by Texas Executive Education combine the University of Texas at Austin's academic and research depth with Strategic Decisions Group's 35 years of real-world experience in business decisions and custom course design. Learn more about SDG's consulting expertise at [sdg.com](http://sdg.com) or its education offerings at [sdgdecisioneducation.com](http://sdgdecisioneducation.com).







## Better decisions to make a lasting impact on your company and your career.

### NEW CLASS!

#### Multi-Party DQ: Collaboration and Competition in Decision Making

In many decision-making situations, more than one decision body is involved. They each have different goals with differing value metrics. Applying Decision Quality (DQ) principles requires the concepts and tools of Game Theory, Multi-Criteria DQ, and the skills for designing a process for effective collaboration and negotiation. This course complements the Negotiation and Collaborative Decision Making course with the DQ framework applied in multi-party settings and the rigor of negotiation analysis and risk sharing.

*“Very informative and the real time experience of instructors help tie concepts with industry standards.”*

**NOW AVAILABLE ON-DEMAND:**  
Decision Quality: Making the Right Choice Every Time

Leading Strategic Decision Making

Modeling and Analytics for Strategic Insight

COST: \$1,295 PER CLASS

Online option allows you to take these courses anywhere, anytime.



#### Strategic Decision & Risk Management Certificate: Core Classes

2 days Cost: \$2,950

#### Decision Quality: Making the Right Choice Every Time (Required class)

SEPTEMBER 20-21, 2021

Make smarter and more creative long-term decisions using appropriate frameworks, creative alternatives, and forecasting with ranges of uncertainty. Learn how to frame strategic choices, generate alternatives, develop credible forecasts, quantify uncertainty and judge the quality of a decision.

#### Negotiation and Collaborative Decision Making

SEPT. 21-22 OR DEC. 8-9, 2021

A hands-on approach to enhancing your negotiation and collaboration capabilities, equipping you to drive better outcomes in challenging one-on-one and multi-party situations. Develop sophisticated strategies and tactics that you can readily apply to pursue mutually beneficial solutions, while still achieving your own personal needs and objectives.

#### Modeling and Analytics for Strategic Insight

SPRING 2022

Learn how to develop financial valuation models and spreadsheets that deliver insight and clarity to decision makers. Create models that answer executives' questions, produce compelling analyses, and ultimately gain commitment.

#### Leading Strategic Decision Making (Required class)

SEPTEMBER 22-23, 2021

Drive the decision-making process in your organization. Achieve success by effectively diagnosing a decision situation, designing a clear approach, facilitating communication, and presenting compelling rationale to key decision makers.

#### Human Biases in Decision Making: Avoiding the Traps

OCTOBER 18-19, 2021

Understand the ways in which your mind, personality, and social structures can degrade your decision-making. Acquire mental models and strategies that take these biases into account so that you can make more informed judgments and better decisions.

#### Scenarios and Forecasting: Planning for Uncertainty

NOVEMBER 15-16, 2021

Improve strategic decision-making with enhanced forecasting methods and by leveraging scenarios to foster insight. Selecting the appropriate sources and methodology for forecasts is paramount to the success of your strategy. Systematic scenario planning can be an effective tool to improve the reliability of forecasts. With the right tools you can design and develop effective forecasts that dramatically improve long-term decisions.

#### Decision and Risk Analysis

NOVEMBER 18-19, 2021

Avoid the pitfalls of intuition and learn a rigorous analytic framework to make better decisions in your personal and professional life. Understand how new information affects your preferred decision and put a value on data before you pay for it.



### Strategic Decision & Risk Management Certificate: Suggested Electives

#### Strategic Management

OCTOBER 7-8, 2021

Enhance your ability to set and reach strategic and economic goals by equipping yourself with methods and frameworks proven to be successful. Apply these techniques through a series of in-class simulations, case studies and current scenarios.

#### Data Analytics

NOVEMBER 1-2, 2021

Discover, analyze and forecast relationships among large data sets (“Big Data”). Acquire a solid fundamental understanding of statistical methods, using intuitive graphical approaches to explain and motivate regression and forecasting models.

#### Predictive Analytics with Machine Learning and Data Mining

NOVEMBER 4-5, 2021

Evaluate data-driven business intelligence challenges and tools, such as data mining and machine learning techniques. Apply data-driven intelligence to improve decisions and estimate the expected impact on performance.

# What people are saying about SDRM

## Negotiation and Collaborative Decision-Making

*"I really enjoyed the entire course and learned a great deal. I feel confident that I will use my learnings in negotiations and decisions going forward."*

Lauren Sistrunk  
Category Manager  
Shell Exploration  
& Production Co.

## Modeling for Strategic Insight

*"Gives a great perspective on how to organize and present results from models."*

Sean Chang  
Market Operations Engineer, ERCOT

## Achieving Strategic Decision Quality

*"The class will make you question ALL of your business decisions. Gives you a great framework for better discussion and decision-making. A great framework for evaluating decisions."*

Beverly Harris  
VP Strategic Planning and Analysis  
Texas Mutual Insurance

## Strategic Innovation and Design Thinking

*"Money and time well spent. Opens your eyes to different processes and concepts to address big problems."*

Eric Elizondo  
Innovation Advisor, USAA



Register at [www.mcombs.utexas.edu/execed](http://www.mcombs.utexas.edu/execed) or call (512) 471-5893