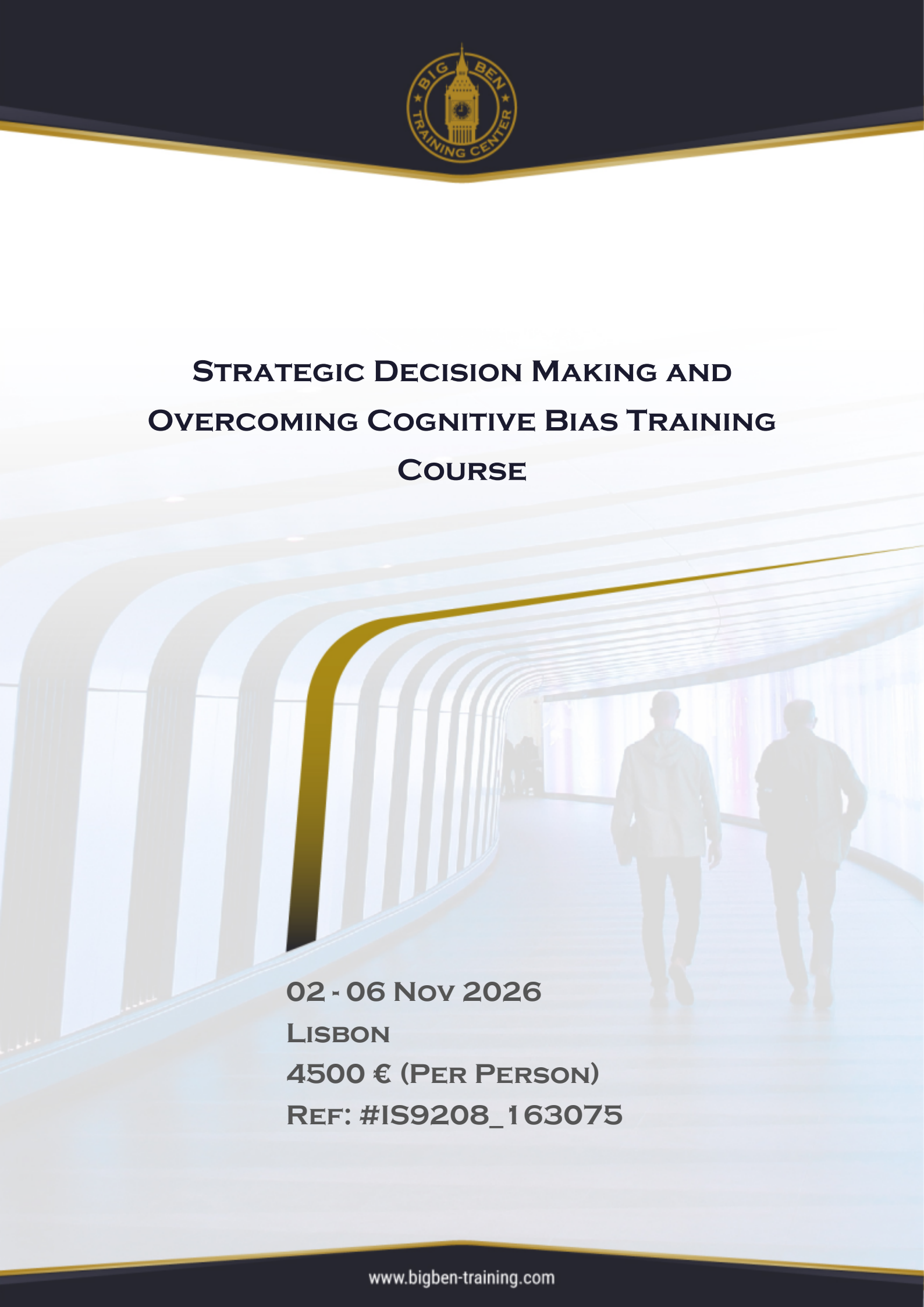
Strategic Decision Making and Overcoming Cognitive Bias Training Course



02 - 06 Nov 2026

Lisbon

4500 € (Per Person)

Ref: #IS9208_163075

Course Introduction / Overview:

In today's fast-paced and complex business environment, the quality of our decisions directly shapes our success. However, human judgment is often clouded by unconscious cognitive biases, mental shortcuts that can lead to systematic errors and suboptimal outcomes. This intensive training course is designed to illuminate these hidden traps and equip professionals with the tools for clear, rational, and strategic decision-making. Drawing upon foundational concepts from behavioral economics and cognitive psychology, particularly the work of Nobel laureate Daniel Kahneman, author of the seminal book "Thinking, Fast and Slow", this program goes beyond mere theory. Participants will learn to identify, understand, and actively mitigate the most common biases that affect workplace decisions, from confirmation bias to groupthink. At BIG BEN Training Center, we have developed a curriculum that bridges the gap between academic insight and practical application, empowering attendees to cultivate a mindset of critical inquiry and analytical rigor. This course provides a structured pathway to enhance decision-making quality, foster innovation, and drive superior organizational performance by transforming how you approach problems and evaluate choices.

Target Audience / This training course is suitable for:

- Executives and Senior Leaders.
- Department Managers and Team Supervisors.
- Project Managers and Program Coordinators.
- Business Analysts and Data Scientists.
- Human Resources Professionals.
- Strategy and Corporate Planning Specialists.
- Operations and Supply Chain Managers.
- Anyone involved in making critical business decisions.

Target Sectors and Industries:

- Financial Services and Banking.
- Healthcare and Pharmaceuticals.
- Technology and Information Services.
- Consulting and Professional Services.
- Manufacturing and Engineering.
- Government Agencies and Public Sector Organizations.
- Retail and Consumer Goods.
- Energy and Utilities.

Target Organizations Departments:

- Executive Management and C-Suite.
- Operations and Production.
- Finance and Accounting.
- Human Resources and Talent Management.
- Marketing and Sales.
- Project Management Office (PMO).
- Strategy and Business Development.
- Research and Development (R&D).

Course Offerings:

By the end of this course, the participants will have able to:

- Identify and define key cognitive biases that impact professional judgment.
- Analyze the psychological mechanisms behind System 1 (fast) and System 2 (slow) thinking.
- Apply structured decision-making frameworks to complex business challenges.
- Develop practical strategies to mitigate the negative effects of personal and group biases.
- Enhance critical thinking and analytical skills for more objective evaluations.
- Facilitate more effective and less biased team decision-making processes.
- Evaluate risks and uncertainties with greater clarity and foresight.
- Formulate a personal action plan for continuous improvement in decision-making.

Course Methodology:

The training methodology at BIG BEN Training Center is designed for maximum engagement and practical skill acquisition. This course moves beyond traditional lectures to create a dynamic and immersive learning environment. We utilize a blended approach that includes interactive presentations, expert-led discussions, and in-depth analysis of real-world case studies from various industries. A significant portion of the training is dedicated to hands-on learning through practical exercises, group workshops, and decision-making simulations that allow participants to apply concepts in a controlled setting. Role-playing scenarios will be used to explore team dynamics and the challenges of groupthink. Participants will receive constructive feedback from both the facilitator and their peers, fostering a collaborative atmosphere of continuous improvement. The curriculum is structured to build knowledge progressively, ensuring that participants not only understand the theories of cognitive bias and strategic decision-making but also leave with the confidence and tools to implement these new skills immediately within their professional roles.

Course Agenda (Course Units):

Unit One: Foundations of Strategic Decision-Making

- Introduction to Decision Science and its Importance.
- The Anatomy of a Decision: Components and Processes.
- Understanding System 1 and System 2 Thinking (Kahneman's Model).
- The Link Between Cognitive Psychology and Business Strategy.
- Defining Strategic Decisions vs. Tactical Decisions.
- Common Pitfalls in Traditional Decision-Making Approaches.
- Setting the Stage for Rational and Objective Analysis.

Unit Two: Identifying Common Cognitive Biases

- Exploring the Landscape of Unconscious Bias.
- Confirmation Bias: The Tendency to Favor Pre-existing Beliefs.
- Anchoring Bias: Over-relying on the First Piece of Information.
- Availability Heuristic: The Impact of Memorable Events on Judgment.
- Sunk Cost Fallacy: The Inability to Abandon Past Investments.
- Framing Effect: How the Presentation of Information Shapes Choices.
- Groupthink and the Dangers of Conforming in Team Settings.
- The Halo and Horns Effects in Performance and Candidate Evaluation.

Unit Three: Frameworks for Structured Decision-Making

- The Rational Decision-Making Model: A Step-by-Step Guide.
- Using Decision Matrices for Comparing Multiple Options.
- SWOT and PESTLE Analysis for Environmental Scanning.
- Cost-Benefit Analysis for Financial Decision-Making.
- The Cynefin Framework for Decision-Making in Complex Systems.
- Pre-Mortem Analysis: Proactively Identifying Potential Failures.
- Applying a Multi-framework Approach to a Single Problem.

Unit Four: Practical Techniques for Debiasing and Critical Thinking

- Strategies for Actively Countering Confirmation Bias.
- Techniques for Re-anchoring and Broadening Perspectives.
- Developing a Data-Driven Mindset to Overcome Heuristics.
- The Role of Emotional Intelligence in Rational Decision-Making.
- Fostering Psychological Safety to Combat Groupthink.
- Implementing Devil's Advocacy and Red Teaming in Meetings.
- Checklists and Algorithmic Aids for Consistent Decisions.

Unit Five: Leading Strategic Decisions and Implementation

- Making Decisions Under Uncertainty and Ambiguity.
- Ethical Considerations in Strategic Decision-Making.
- Communicating Decisions Effectively to Stakeholders.
- Leading Teams to Make Better Collective Decisions.
- Building a Culture of Critical Thinking and Intellectual Humility.
- Monitoring Decision Outcomes and Learning from Feedback.
- Developing a Personal Action Plan for Better Decision-Making.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

How might an organization's culture unintentionally reinforce certain cognitive biases, and what is the first step a leader should take to counteract this?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by moving beyond a purely academic discussion of cognitive biases to a deeply practical and actionable framework for strategic business application. While many programs focus on simply identifying biases, our curriculum is built around the critical next step: implementing robust, evidence-based techniques to actively mitigate their influence. We integrate principles from behavioral economics, cognitive psychology, and modern leadership theory into a cohesive and applicable whole. The learning experience is centered on high-impact simulations and the deconstruction of complex, real-world business cases, forcing participants to confront their own decision-making patterns in a safe and constructive environment. Rather than just providing a list of tools, we focus on cultivating a lasting mindset of intellectual humility and structured curiosity. The ultimate goal is not just awareness, but the development of durable skills that enable leaders to design better decision-making processes, foster more innovative teams, and drive superior, more consistent organizational outcomes in the face of complexity and uncertainty.