

# Business Financial Decision-Making Conference

*Structuring Decisions to Deal with Today's Uncertainty*

While you make hundreds of business decisions, two or three throughout the year typically have a bigger impact on the direction of business. These "fork-in-the-road" decisions can vary from what new technologies to use, to new business opportunities, to new hires.

Because of the impact of these key decisions, they take more time and require a more structured approach than deciding which field to harvest first. And, honestly, these major decisions can be a little scary.

This one-day seminar will introduce you to important tools needed to make strategic choices. You will learn how to clarify the specific decision you need to make, identify and list the alternatives and manage the uncertainty in the decision. Mastering this process and using these tools will significantly increase your odds of success.

## *At this conference, you will. . .*

- Gain awareness of the most common psychological traps to avoid in making decisions.
- Develop a more reasoned systematic approach to making critical decisions.
- Acquire a set of practical decision-making tools, such as scenarios analysis, pay-out matrices and decision trees.



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Professional Dairy Producers  
820 N. Main St., Suite D  
Juneau, WI 53039

# Business Financial Decision-Making Conference

*Structuring Decisions to Deal with Today's Uncertainty*



**Wednesday, Dec. 11, 2013**

Crowne Plaza Madison  
4402 E. Washington Ave.  
Madison, Wis.



Brought to you by  
Professional  
Dairy Producers

## Business Financial Decision-Making Conference

Structuring Decisions to Deal with  
Today's Uncertainty

Wednesday, Dec. 11, 2013

### 9:30 a.m. Registration

### 10:00 a.m. Framework for Decision-Making

While simple decisions need a simple decision-making process, big business decisions involve more. A logical and systematic decision-making process helps you address the critical elements that result in a good decision. Dr. Gray will arm you with the tools to . . .

- *Recognize and avoid traps in decision-making*
- *Define the problem, objective and alternatives*

### Noon Lunch

### 12:45 p.m. Tools for Effective Decision-Making

Rules of thumb, intuition, tradition and simple financial analysis are no longer sufficient when tackling decisions—let alone major decisions that can impact the sustainability of your business. We're going to explore the advantage of using influence diagrams, pay-off matrices, decision trees and other decision-making tools. At the end of this session, your tool box will include tools for . . .

- *Outlining critical variables and framing decisions*
- *Identifying sources of uncertainty and alternative consequences*
- *Defining potential outcomes in financial terms*
- *Making first choices, identifying gaps and gather more information*
- *Using managerial flexibility in decision-making*

### 2:30 p.m. Break

### 2:45 p.m. Implementing the Decision

Everyone fails at goals, and it's been said that there can be no success without failure. Dr. Gray will share how failure can be an opportunity to learn and will debunk the saying "If at first you don't succeed, get a bigger hammer." You have the information so you. . .

- *Learn from failure*
- *Know when to kill a project*

### 4:30 p.m. Conference concludes

## Business Coach

Dr. Allan Gray



Dr. Allan Gray is a member of the agricultural economics faculty at Purdue University and the Director of the Center for Food and Agricultural Business and the MS-MBA in Food and Agribusiness Management. In addition to teaching statistics for decision-making at the master's level, strategic agribusiness management at the doctoral level and quantitative analysis in the MS-MBA program, Dr. Gray is known for his boots-on-the-ground approach to presenting practical, useful information. He has won numerous awards, including the American Agricultural Economic Association's Distinguished Extension-Outreach Program Award, the Purdue University Dean's Team Award and the U.S. Distance Learning Association's Excellence in Distance Teaching Award.

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## Business Financial Decision-Making Conference

Name \_\_\_\_\_

Business/Company Name \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Phone (with area code) \_\_\_\_\_

Email \_\_\_\_\_

*Registration fee covers conference, materials and lunch.*

*Member Registration Rate: \$200/person;*

*\$175/add'l individuals from same dairy*

*Non-Member Registration Rate: \$250/person*

### Member Registration

First person **\$200** \$ \_\_\_\_\_

Add'l individuals from same dairy **X \$175/person** \$ \_\_\_\_\_

**TOTAL** \$ \_\_\_\_\_

### Non-Member Registration

Per person **\$250** \$ \_\_\_\_\_

**TOTAL** \$ \_\_\_\_\_

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