

Why we make poor decisions and how to overcome them

A Talk By Ian Dyason,
CEO Claritage Consulting

SYNOPSIS

With this economic downturn, we are faced with more difficult decisions to make; with regards to our business, our career, our life or our investments. And we have been taught not to allow emotions to “get in the way” of reason. Yet how many of us have made a big decision totally devoid of emotion? The answer is no one because recent neuroscience research has shown that our brains are wired that way. And that is why the decisions become so difficult. Hence, instead of fighting human nature, we must learn to embrace it. In this talk, Ian Dyason, CEO of Claritage Consulting and first certified trainer in the world on Clarity State Decision Making programme will share with you the recent neuroscience findings and tell us why people make poor decisions. He will also share how to overcome them, to grasp the light of clarity, and to make the “right decision every time”.

This talk covers...

- Recent neuroscience research related to decision-making
- Why we cannot keep emotion away
- How to apply emotion to guide reason
- Getting clarity of thought
- Developing new perspectives by shifting frames
- Build resilience by managing risk
- Practical applications in business, career, investing and even love!



About the speaker



Ian Dyason is a certified trainer and coach in the revolutionary process called Clarity State Decision Making. Researched and developed by MIT-Sloan Business School, this methodology is the first of its kind to actively use emotions in the decision process. It is also phenomenally successful in giving all decision-makers a new perspective in their situation, often leading to the right decision to take. Ian Dyason has worked with CEOs, management teams, MNCs and SMEs of various sizes to get them to perfect clarity on tough decisions. An entertaining and engaging speaker, Ian also has a razor sharp analytical mind to probe your decisions. Ian is also a Senior Buzan Instructor for 9 years and counts Tony Buzan as his mentor, friend and guru.