

MSOM Lunch and Learn Webinar Series



Thursday, December 14th at 12pm CST:

The “FOCCUSED” Decision Maker

Presented By: Terry Bresnick

Let’s face it, for most of us, decision making is a challenge. Whether you are a budding entrepreneur deciding on a new business venture, or a high-level Government official deciding on programs that will affect millions of people, or an average person making a personal decision, it is easy to become paralyzed when it comes to making hard choices.

This webinar presents the **FOCCUSED** decision making approach. No, **FOCCUSED** is not misspelled, but rather, it is an acronym for the steps in a straightforward, easy to use approach towards better decision making. FOCCUSED stands for:

- Identify and properly **F**rame the decision or problem at hand
- Specify the goals, **O**bjectives, and values that you are trying to achieve
- Develop creative, meaningful **C**hoices from among which you can choose
- Evaluate **C**onsequences of selecting each alternative using goals, objectives, and values
- Think about the key **U**ncertainties that could impact the decision
- Understand the **S**waps and trade-offs that you are willing to make
- Develop an approach for implementing your **S**olution
- **E**licit the data you’ll need from a variety of sources
- **D**isseminate and communicate your decisions to others.

SPACE IS LIMITED, SO REGISTER TO ATTEND ONLINE AT: <https://operations-management.uark.edu/webinar-series.php>

Terry A. Bresnick - MSOM Adjunct Instructor, University of Arkansas

Mr. Bresnick has had more than forty years of experience in applying the techniques of decision analysis to complex problems of government and industry. Earlier, as an officer in the U.S. Army, and currently, as a consultant in the private sector, Mr. Bresnick has demonstrated his expertise in the areas of decision analysis, risk analysis, strategic planning, resource allocation and budgetary analysis, evaluation of competing alternatives, cost-benefit analysis, and business area analysis. He is an executive senior analyst at Innovative Decisions, Inc., a company that he co-founded and previously led as President/CEO, and he is currently President of Innovative Decision Analysis. He has been an Assistant Professor of Systems and Decision Analysis at the U.S. Military Academy. He is Registered Professional Engineer (PE), a Certified Analytics Professional (CAP), a Certified Financial Planner (CFP), and a Fellow in the Society of Decision Professionals.

