

DECISION MAKING

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IN TODAY'S BUSINESS ENVIRONMENT

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Demands more large scale change via new strategies, reengineering, reconstruction, mergers and acquisitions, downsizing, new products or market development, etc.

DECISIONS MADE INSIDE THE ORGANIZATION ARE:

Based on bigger, more complex, more emotionally charged issues.
Made more quickly.
Made in a less certain environment.
Require more sacrifice from those implementing the decisions.

A NEW DECISION-MAKING PROCESS

Is required because no one person has the information needed to make all major decisions, or the time and credibility needed to convince lots of people to implement decisions.
Must be guided by a powerful coalition that can act as a team.