

50% of Executive Decisions Fail



Over a 20 year period, Dr Paul Nutt, a professor at Ohio State University, examined the success rate of decisions made by executives and managers at 356 different companies.

He found that more than 50 percent of all business decisions failed, were quickly abandoned, only partially implemented, or never adopted at all.

Why are there so many failures? According to Paul Nutt's research, decision-makers make three blunders:

- A. Premature commitments occur when decision-makers jump on the first idea that came up and try to make it work. This rush to judgment is a prime cause of failure.
- B. Managers fail to use their resources wisely by, for example, in defensive evaluations to demonstrate that the decision-maker's proposal is workable.
- C. A failure-prone decision making process such as ignoring the participation of others and focussing on problems rather than outcomes are two of several practices that set one on a failure path.

Research also shows that:

- D. Over one-third $1\frac{1}{3}^{\text{rd}}$ of all business decisions are driven by ego.
- E. Eighty-one 81% percent of managers push their decisions through by edict or persuasion.
- F. Ninety-three percent of businesspeople don't consider long-term priorities or confer with colleagues when making decisions.
- G. Eighty-seven percent of people are confident in themselves, but 73 percent aren't confident in others with whom they work. (We trust us; we just don't trust them)

Start by asking yourself the right questions. "How can I learn what I need to know, and improve my entrepreneurial skills to maximise my chances of succeeding?"

Now's the time to take action towards a life on your terms! Call NOW.



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