

MY CHEVROLET: A CASE STUDY OF BRAZILIAN INNOVATION AND ENTREPRENEURSHIP

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Workshop Purpose:

- To challenge students to explore the process, as well as the context, of decision making, encourage reflection of past decisions made, and provide simple tools to use in future decision making processes.

Workshop Process:

- Brief Outline
- Post-workshop Procedure
- Process Rules

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Introductions:

- Your name, year in school at DU, hometown, personal fact
- What have you given up to be present at this workshop?

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Discussion:

- What does decision-making mean to you?
- How do you make decisions?
- What is involved in decision-making?

Discussion:

- What makes a decision a good one?
- How do we qualify decisions that benefit us?
- When one considers the internal vs. external factors, what determines how they are prioritized? What identifies and assesses the trade-offs?
- What determines one's navigation through the decision-making process?
- What makes decisions difficult?

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Four Ways to Counteract the Mental Mistakes of Decision-Making:

4. Live With Your Choice → Over-Confident → prepare to be Wrong

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Strategies to Counteract the Mental Mistakes: W.R.A.P.

3. Make a Choice → Short-Term Fixation → Walk Distance Before Deciding

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Four Ways to Counteract the Mental Mistakes of Decision-Making:

1. Encounter a Decision → Narrow Framing
2. Analyze the Options → Confirmation Bias
3. Make a Choice → Short-Term Fixation
4. Live With Your Choice → Over-Confident

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Strategies to Counteract the Mental Mistakes: R.A.P.

1. Encounter a Decision → Narrow Framing → Reveal Your Options

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ANATOMY OF A DECISION:

1. Encounter a choice
2. Analyze options
3. Make a choice
4. Live with the decision made

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Strategies to Counteract the Mental Mistakes: W...A.P.

2. Analyze Your Options → Confirmation Bias → Reality-Test Your Assumptions

VALUES

GOALS

10, 10, 10, RULE

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Four Ways to Counteract the Mental Mistakes of Decision-Making:

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2. Analyze the Options → Confirmation Bias
3. Make a Choice → Short-Term Focus
4. Live With Your Choice → Over-Confident

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Strategies to Counteract the Mental Mistakes: R.A.P.

1. Encounter a Decision → Narrow Framing → Reveal Your Options

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- i. What does decision-making mean to you?
- ii. How do you make decisions?

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Discussion:

- i. What does decision-making mean to you?
- ii. How do you make decisions?
- iii. What is involved in decision-making?

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ANATOMY OF A DECISION:

1. Encounter a choice
2. Analyze options
3. Make a choice
4. Live with the decision made

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Four Villains (Mental Mistakes) of Decision Making:

1. Encounter a Decision →
Narrow Framing
2. Analyze Your Options ->
Confirmation Bias
3. Make a Choice →
Short-Term Emotion
4. Live With Your Choice →
Over-Confident

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Strategies to Counteract the Mental Mistakes: **W.R.A.P.**

1. Encounter a Decision →

Narrow Framing →

Widen Your Options

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Strategies to Counteract the Mental Mistakes: W.**R**.A.P.

2. Analyze Your Options →

Confirmation Bias →

Reality-Test Your
Assumptions