



Society of Decision Professionals

# A GREAT DECISION EVERYTIME.

Making Better Decisions to Achieve Core Business & Sustainability Goals



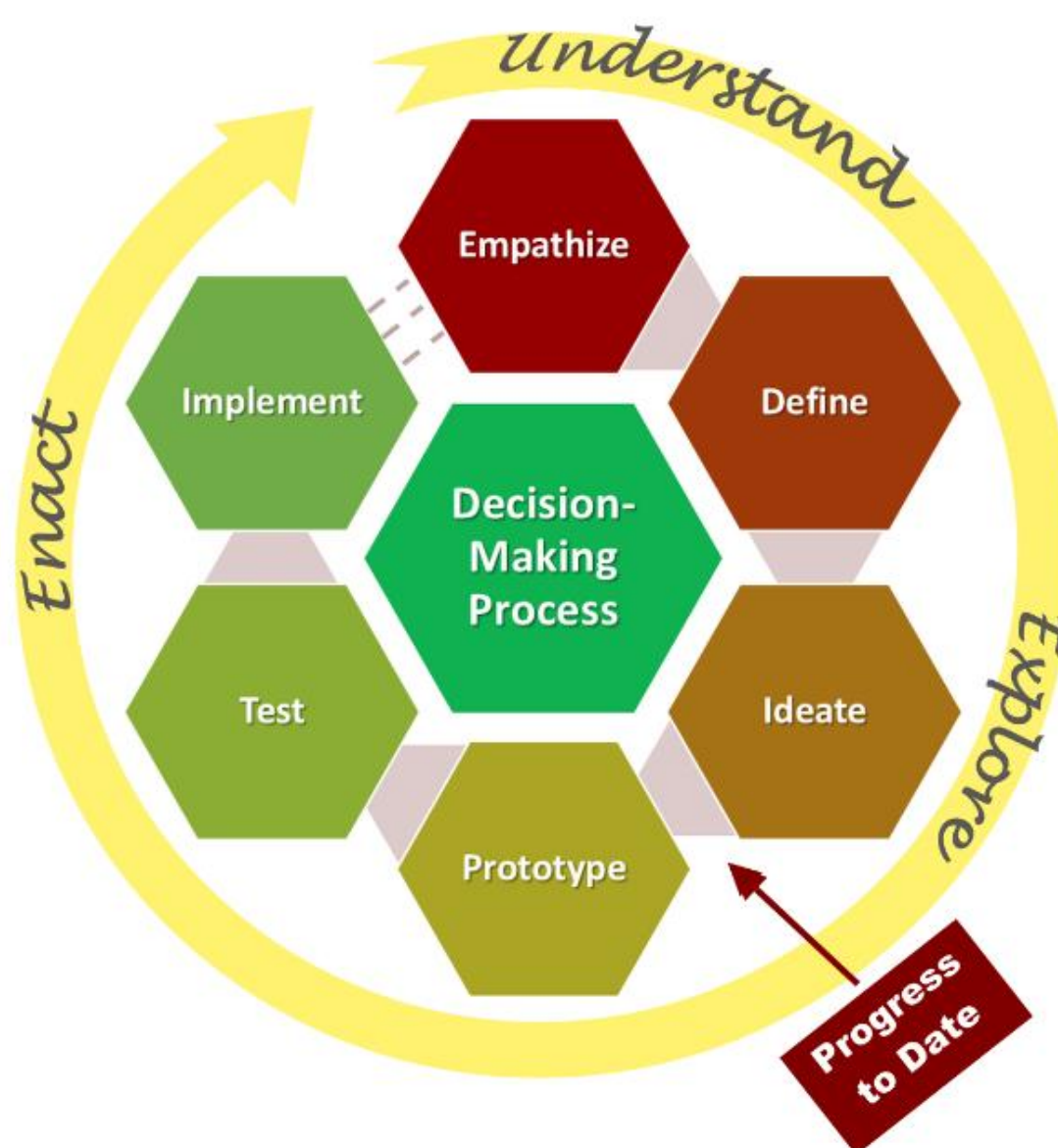
Do executives face challenges in integrating their sustainability strategy into business decisions?

Yes!

We want to understand if and where traditional decision-making frameworks are no longer effective.

Our research works to identify decision-science based frameworks which would better support executives making these choices.

## Our Decision Research Follows a Design Thinking Process



Adapted from the Stanford d.school design thinking process



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Transitioning to Green



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## Project Core Team

## Executive Interviews Key Insights



## Pilot Prototypes and Testing



### Decision-Making Education

- ESG Decision Case Studies
- Decision Quality - 101
- ESG - 101

### Peer Communities

- ESG Decision-Making Workshops
- Practitioner Peer Sharing Community

### Decision-Making Tools

- Decision Quality Tools
- Impact Assessment Tools
- Business Case Tools

