THE WAKE FOREST UNIVERSITY CERTIFICATE IN

Strategic Analysis and Decision-Making

Strategic analysis will improve your decision-making
Every leader must make complex decisions, analyze risk and map out clear plans of action. In Strategic Analysis and Decision-Making, you'll learn methods to map out risks, rewards and varying outcomes so you can logically assess the consequences of your choices and make more confident, profitable decisions.

- In study after study, strategic thinkers are found to be among the most highly effective leaders. (MRG)

- According to a Management Research Group study, when asked to select the leadership behaviors most critical to their organizations' future success, executives chose 'strategic' 97 percent of the time.

Discover how to make wiser and more valuable decisions in every circumstance and as related to the direction of your organization. You'll learn the elements of decision-making and use predictive models and forecasting tools to reduce uncertainty from high-stakes situations.

The Certificate in Strategic Analysis and Decision-Making is offered at the WFU Charlotte Center for leaders who need to make strong decisions amidst uncertainty and risk, especially as regards the future direction of their firms. It will benefit those who seek quantitative proof of the substance and merit of their choices, particularly those responsible for the wellbeing of teams, departments and whole organizations.

What you'll learn:

- How to forecast probable outcomes, including quantified risks and rewards
- How to create templates for growth
- How to make smarter, healthier and more profitable decisions
- The strategic decision-making process
- Strategy implementation

We invite you to visit our website for full certificate details and registration.

WAKE FOREST UNIVERSITY
CERTIFICATES
PROGRAM

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