



**association of information
technology professionals
los angeles**



Thursday, December 10, 2020

**The Neuroscience of Decision Making for IT Professionals:
Innovative Ways to Avoid Disasters and Seize Opportunities**

A VIRTUAL MEETING

Date: Thursday, December 10, 2020

Time: (Pacific time)

5:30 PM to 6:00 PM Virtual Networking Session

6:00 PM to 8:00 PM Presentations, Panel Discussion, Q&A

Speaker:

Dr. Gleb Tsipursky

Place: Virtual meeting via ZOOM

Cost: FREE for all with Advance Registration

Registration in advance on Zoom IS REQUIRED.

Use this link: <https://us02web.zoom.us/meeting/register/tZ0lduitqDMjEtF2uy5lCHYH7bXskd2b0LdJ>

In this engaging, interactive, and entertaining presentation, you will dramatically improve your skills in decision making by learning how effective IT professionals and leaders make the best decisions.

When was the last time you saw an IT disaster? Perhaps a major project ran over time and budget; according to a 2014 study of large IT projects, only 16.2% succeeded in meeting the originally planned resource expenditure. Of the 83.8% of projects that did not, the average IT project suffered from a cost overrun of 189%. Or perhaps the wrong person was hired as the CTO or put in as a team lead, resulting in major team conflicts and key people leaving the company.

Cutting-edge research in cognitive neuroscience and behavioral economics show that most of these disasters are preventable and stem from one or more poor decisions. Our intuitions are adapted for the savanna environment, not decision-making in modern leadership contexts, and because of our evolutionary heritage, the human mind makes poor decisions when assessing threats and opportunities. What is needed is emotional and social intelligence in influencing and empowering others:

- Emotional intelligence: skills in managing, harnessing, and channeling your emotions.
- Social intelligence: skills in cultivating relationships, stakeholder engagement, empathetic listening, reframing, mediating and resolving conflicts.

Fortunately, research has shown innovative strategies that help us make decisions in ways that optimize risk management. Pioneering IT professionals and leaders have been integrating this research into their decision-making processes on avoiding threats and seizing opportunities. This presentation offers case studies and best practices from these innovators and provides clear take-aways to help you as an IT professional and leader manage risks successfully, busting decision-making myths and facilitating your success.

Learning Objectives

- Identify where and when typical decision-making advice is helpful and where and when it is not.
- Understand why and when our gut reactions are a poor fit for decision-making contexts, and when our gut reactions serve us well in IT risk management contexts.
- Discover how problematic mental patterns (called cognitive biases) lead to decision-making disasters, and how IT professionals can avoid such problems.
- Learn the groundbreaking neuroscience research on best practices that busts IT decision-making myths.
- Develop a plan to integrate these practices into your decision-making toolkit as an IT professional.

About Our Speaker:

Known as the Disaster Avoidance Expert, Dr. Gleb Tsipursky has over 20 years of experience dramatically empowering technology leaders and organizations to avoid business disasters via consulting, coaching, speaking, and training on addressing potential threats, maximizing unexpected opportunities, and resolving persistent personnel problems. He serves as the CEO of the boutique consulting, coaching, and training firm Disaster Avoidance Experts, whose clients range from Fortune 500 companies to mid-size businesses and nonprofits.



Dr. Tsipursky authored the national bestseller on avoiding disasters in business and other life areas, *The Truth Seeker's Handbook: A Science-Based Guide*, and his *Never Go With Your Gut: How Pioneering Leaders Make the Best Decisions and Avoid Business Disasters* is forthcoming with Career Press in November 2019. Dr. Tsipursky's cutting-edge thought leadership was featured in over 400 articles he published and over 350 interviews he gave to popular venues that include Fast Company, CBS News, Time, Scientific American, Psychology Today, The Conversation, Business Insider, Government Executive, Inc. Magazine, and many others. Dr. Tsipursky also has a strong research and teaching background in behavioral economics and neuroscience with over 15 years in academia, including 7 years as a professor at the Ohio State University, with dozens of peer-reviewed academic publications. A highly in-demand international speaker, Dr. Tsipursky has over two decades of professional speaking experience across North America, Europe, and Australia, gets top marks from audiences, and has many speaking videos. He lives in Columbus, OH, and to avoid disaster in his personal life makes sure to spend ample time with his wife.

Contact him at Gleb@DisasterAvoidanceExperts.com, follow him on Twitter [@gleb_tsipursky](https://twitter.com/gleb_tsipursky), Instagram [@dr_gleb_tsipursky](https://www.instagram.com/dr_gleb_tsipursky), Facebook, YouTube, RSS, and LinkedIn. Most importantly, help yourself avoid disasters and maximize success, and get a free copy of the *Assessment on Dangerous Judgment Errors in the Workplace*, by signing up for his free *Wise Decision Maker Course*

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