



PLANNING AND STRATEGY MANAGEMENT

Certificate in Business Decision Models

Course code: PSM-013

SPARK TRAINING

Professional training courses for leaders, specialists, and organizations seeking practical capability development.

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— Workshop Overview

Effective decision-making is critical for business success, especially in environments shaped by uncertainty, competition, and rapid change. Leaders and professionals need structured models that improve judgment, reduce risk, and support better outcomes. This course provides participants with practical decision-making frameworks, analytical tools, financial evaluation methods, and implementation techniques to make smarter business decisions.

Why Attend

This course uses an interactive and practical approach through presentations, case studies, group discussions, decision simulations, analytical exercises, financial calculations, and real workplace examples.

Who Should Attend

Managers and Supervisors
Team Leaders
Business Analysts
Project Managers
Finance Professionals
Strategy and Planning Staff
Anyone involved in business decisions and

— Learning Objectives

- Understand core principles of business decision-making
- Apply structured decision-making models
- Use data to support informed decisions
- Evaluate stakeholder reactions and organizational politics
- Apply risk-based decision tools
- Use financial models for investment decisions
- Implement decisions successfully and monitor results
- Improve confidence and consistency in decision-making

Course Outline

DAY
1

Principles of Effective Decision Making

- The principles of decision making
- Decision-making assessment
- The standard decision-making model
- The decision-making spectrum
- Townsend's rules
- The RAPID model
- Building confidence in decision processes

DAY
2

Using Data for Better and Informed Decisions

- Using data for better and informed decisions
- Lewin's force field analysis of support and opposition
- Scenario analysis and charting possible futures
- Mapping stakeholders' reactions
- Dealing with the politics of decisions
- Case study and group discussion

DAY
3

Risk-Based Decision Making

- Risk-based decision making concepts
- Risk impact/probability chart
- Characteristics of the risk/impact probability chart
- Decision tree analysis
- Decision tree analysis implementation steps
- Application exercises on business risks

DAY
4

Financial Literacy for Decision Makers

- Financial literacy for decision makers
- Capital budgeting and cost of capital
- Accounting Rate of Return (ARR)
- Payback Period (PP)
- Net Present Value (NPV)
- Internal Rate of Return (IRR)
- Comparing financial decision alternatives

DAY

5

Implementing Your Decisions Successfully

- Implementing your decisions successfully
- Round's Trap model
- How to use it
- Shewhart's PDCA model
- How to use it
- Application exercise
- Lessons learned and action planning

— Upcoming Classroom Dates

DATE	LOCATION	FEE
12 - 16 October 2026	Barcelona - Spain	€2,125
9 - 13 November 2026	Kuala Lumpur - Malaysia	€1,400
14 - 18 December 2026	Munich - Germany	€1,725
18 - 22 January 2027	Vienna - Austria	€2,125
15 - 19 February 2027	Barcelona - Spain	€1,925
15 - 19 March 2027	Cape Town - South Africa	€1,420
19 - 23 April 2027	Munich - Germany	€2,125
17 - 21 May 2027	Barcelona - Spain	€1,925

— Certificate and Registration

Participants who attend and complete the full programme receive a SPARK Training Certificate of Completion. For registration, in-house delivery, or availability questions, contact info@sparktraining.eu or +31 85 115 0004.