



The Decision Pyramid - Five steps towards better decision making

From an evolutionary perspective, it's a coffee break since the times we lived in caves. We still have brains from the Stone Age and live in an ultra-modern world, where decisions are made at an ever faster pace. The choices are endless, the amount of information enormous, and there is a great uncertainty. This presents us with major challenges in the business world as well as life in general. So, the question is; how do we make our decisions, and above all – how can we make better ones?

As his starting point, Ari Riabacke, Ph.D. in risk- and decision analysis, takes us on an unforgettable journey in the diverse world of decision-making. Drawing from his own research, he guides us in a thoughtful, at times provocative and highly entertaining way into a world foreign to us – a world about ourselves and the decisions we make.

Ari has in his unorthodox manner managed to make research sexy and to evoke the desire in his audience to hear more about a subject, which at first glance may sound dull and academic. He entertains and informs his audience in a fantastically cohesive manner – As a master of Edutainment.

"... hot-listed speakers within industry are health expert Hans Rosling, decision analyst Ari Riabacke, leadership speaker Kenneth Jönsson and former Prime Minister Göran Persson".

- Dagens Industri

"Listening to Ari is incredibly exciting, educational and, not least, entertaining, and just like a good movie it evokes new thoughts for a long time ahead."

- Ursula Tengelin, secretary-general, the Swedish Cancer Society - 2003-2011

In a short period of time, Ari has emerged as one of Scandinavia's most sought-after speakers, equally suited to senior management meetings as a kick-off or a customer event. For his last 200 evaluations, he has achieved an average rating of 4.91 (scale 1-5).

Ari has, among other things, worked as a risk and decision expert at Swedish Nuclear Fuel and Waste Management Company (SKB) when the decision was made about where to store the nuclear fuel in Sweden the next 100,000 years. Prior to that, he was Head of Business Intelligence at Connecta AB, the largest Swedish Management and IT consulting company.

Today, Ari works as a consultant, researcher, speaker and advisor. He is a member of the Decide Research Group at Stockholm University, a columnist in CFO World, and lectures at the Stockholm School of Economics.

He has re-drawn the decision making maps of thousands of people and numerous companies and helped people to make life changing decisions. After listening to Ari, you will surely consider reality from a totally new perspective. You will make decisions you weren't aware existed. Dare you listen?