

Can **You** Make the **Right** **Decision?**



Faulty decision-making can cripple company productivity and profits

In today's economy the wrong decisions can be catastrophic!

Langworthy Company CONSULTANTS

• Management • Strategy • Sales Marketing • M&A•

3496 Cornwall Drive NW • Canton, Ohio 44708
330.477-5271 • Fax 330.477-3401
Email joe@langworthycompany.com
www.langworthycompany.com

what we do

LANGWORTHY COMPANY
is a management consulting firm that helps you develop strategy and "how to" action steps to jump start projects or under performing business units.

Making business decisions is your most crucial job – and your riskiest. New product development, mergers and acquisitions, executive hirings, strategic plans – bad decisions about any of these can ruin a company.

Where do bad decisions come from?

Mostly from distortions and biases – a whole series of mental flaws – that sabotage our reasoning. We all fall into these psychological traps because they are unconscious – hardwired into the way we all think.

In many cases, bad decisions can be traced back to the "way" decisions were made – the alternatives were not clearly defined, the "right" information was not collected, the costs and benefits were not accurately weighed. **Decisions are often based on erroneous conclusions, which means that the resulting decision must also be wrong.** But sometimes the fault lies not in the decision-making process but in the mind of the decision maker. The way the human brain works can sabotage our decisions.

Better decisions mean eliminating wheel spinning and wasting precious resources.

Are you contemplating decisions for a company turnaround, business improvement initiative, acquisition, sales marketing strategy or product rollout? Do you have complex problems and issues that must be solved to improve the bottom line? Then arriving at the "optimal decision" using correct information and a deliberate decision-making process can mean the difference between success and wasted money, time and resources. Call us when you need to improve a key decision or solve a critical problem.

"Since 1983, Joe Langworthy has been diagnosing illnesses and prescribing remedies for ailing area businesses."