



Health Market

FROM
HEALTH RESEARCH
TO BUSINESS

TRAINING SEMINAR

"Cutting Edge Decision Making Tools for Entrepreneurs"

<http://health2market.eu/seminar/2/registration>

March 3rd, 2014,

at IE Business School,
Madrid, Spain

www.health2market.eu



SUPPORTED BY THE EUROPEAN COMMISSION UNDER THE 7TH FRAMEWORK PROGRAMME
FOR RESEARCH IN HEALTH (FP7-HEALTH)

Dear reader

The Health2Market Team is in the pleasant position to present to you the daylong **Training Seminar "Cutting Edge Decision Making Tools for Entrepreneurs" - free of charge!** The seminar will take place on **3rd of March 2014** at **IE Business School** in Madrid, Spain. Join us and find out how to improve your decisions in managing your health-related venture!

Why

Managing a business at its core involves **making good decisions**. While most entrepreneurs will seek training in techniques in specific functions of the business like finance, marketing, and accounting, few are trained in **decision-making**. While it is important to understand the techniques involved in running the business, it is just as important to be a good decision maker.

This seminar will provide participants with the necessary knowledge and skills to structure a decision problem, generate options, and select the best alternative in a consistent and unbiased way, enabling them **to make the best possible decisions** in their business ventures.

The seminar aims at delivering the framework to analyze problems and make strategic decisions mitigating the effects of psychological biases. At the end of the course, trainees will be able to approach decision-making in a structured way, to recognize the biases that affect decision-making, to correct for these biases, to make consistent choices, to make decisions in groups, and to incorporate past experiences in future decisions in order to improve their quality. In addition, we will discuss participants' own decisions and how they could be improved and a practical business case involving a critical decision.

For whom

This course is appropriate for any

- **Researcher** who is interested in **marketing their research outputs**
- **Entrepreneur** in the life sciences who wants to **make better decisions**
- **Technology transfer professionals** who want to **better market their technologies**

Organizer - From whom

IE Business School @ IE University, one of the most renowned business schools in Europe, is responsible for the seminar curricula and training. **IE University** is a major part of **IE Higher Education (IE)**, a leading international group of higher education and research institutions well renowned for its innovative and entrepreneurial character. **IE Business School was ranked as the best business school in Europe for 2012 & 2013 by the Financial Times** and is active since **1973**.

Its International, Executive and Distance Learning programmes, are consistently ranked in the top tier of business schools and learning programmes, by media like Financial Times, Business Week, The Economist, The Wall Street Journal and Forbes among others, and holds accreditation by EQUIS (European Quality Improvement Systems), AMBA (Association of MBAs) and AACSB International (The Association to Advance Collegiate Schools of Business), that internationally recognize the quality of its learning programmes.

Cost

All seminar and speaker costs are carried by the EU-funded Health2Market project. Travel and hotel costs for participants cannot be reimbursed.

Preliminary seminar agenda

1 day of intensive, action-based learning with many hands-on examples and best practices

Day 1

9:15-9:30	Opening and Introduction
9:30-11:00	The decision making framework, framing the decision
11:00-11:30	Coffee break
11:30- 13:30	Gathering intelligence and making the choice
13:30-14:45	Light lunch
14:45- 15:45	Group decision-making
15:45- 16:40	Workshop: Analyzing and Improving YOUR Decisions
16:40-17:10	Coffee break
17:10- 18:30	Case Discussion: A pharmaceutical product launch decision

The seminar day will start with a brief lecture introducing a framework that will put a structure that can be applied to any decision. This will be followed by a discussion of how to improve your decisions by determining the most appropriate framing. The morning session of the seminar will end with techniques to gather intelligence and make choices in an unbiased way. The afternoon session will consist of group decisions and a workshop, in which seminar participants will be required to apply the learned concepts in THEIR SPECIFIC CASES. Participants will share their experiences and solutions they found to improve their decisions. Finally, a business case involving a decision to launch a pharmaceutical product will be analyzed to apply and consolidate the knowledge.

Trainer of the seminar



Dilney Gonçalves, PhD

Professor of Marketing (IE Business School – IE University)

DILNEY GONCALVES research investigates the psychological mechanisms underlying decision-making and well-being. His research addresses questions such as “how do people make inferences about based on a single opinion?”, “when do purchases bring happiness and when they do not?”, “why do people overbuy?”, “how do social networks affect well-being?”, and “how can charities create more persuasive messages?” He has presented his research in several international conferences, including the Association for Consumer Research, Association Française du Marketing, and the Business Association of Latin American Studies (BALAS). At IE Business School/ IE University, Dilney currently teaches decision-making to executives, in addition to other courses at the PhD, MBA, and different Masters programs. Finally, Dilney also applies his research in order to help companies better learn and develop their businesses.

Join us and ...

- ✓ Improve your decision-making skills
- ✓ Learn a framework that will allow you to analyze any decision problem
- ✓ Interact with other life science entrepreneurs, learn about their experience and hurdles in making decisions
- ✓ Seize the opportunity!

Participation for the seminar is free of charge but registration is mandatory!

Please [click here to access the seminar online registration](http://health2market.eu/seminar/2/registration)

<http://health2market.eu/seminar/2/registration>

REGISTRATION DEADLINE: FEBRUARY 7th, 2014.

Venue

The seminar will take place at Area 31 of IE Business School, Madrid, Spain.

Address

IE Business School, Area 31
Calle Maria de Molina 31
28006 Madrid
Spain

Seminar Room: MM 403 (360° room)

Here is a map of the area: <http://goo.gl/maps/1ZULW>