**Better Business Decisions**

**Decision making process, decision making style, risk, emotion**

Description: Australian entrepreneur Creel Price gives a presentation on entrepreneurship. Creel Price discusses decision making and how integral it is to successful entrepreneurship. He also discusses some common pitfalls that decision makers find themselves in during the decision making process. For instance, he discusses how many entrepreneurs tend to overthink their decisions or agonize about making the right one. He further explains that decisions have different levels of importance, and even the biggest decisions can be the wrong ones sometimes and not ruin the firm.

Please share your thoughts on the following issues as you watch a clip of a presentation by Australian entrepreneur Creel Price. Creel Price discusses decision making and how integral it is to successful entrepreneurship. He also discusses some common pitfalls that decision makers find themselves in during the decision making process. *Use with:* [*https://www.youtube.com/watch?v=fjWl5cBswbg*](https://www.youtube.com/watch?v=fjWl5cBswbg)

1. Why is decision making so essential to successful business?
2. How does Creel Price define “decisionship,” and why is it important?
3. Why might having too much information hinder decision making?
4. What factors often cause emotion and stress on behalf of decision makers?
5. After hearing Creel Price discuss decision making, do you think he would advocate more for a directive style of decision making or a conceptual style?
6. What is Creel Price’s philosophy about getting every decision exactly right?