

# THE RIGHT DECISION EVERY TIME

HOW TO REACH PERFECT CLARITY  
ON TOUGH DECISIONS

by Luda Kopeikina

## Breakthrough, MIT-developed techniques for making faster, better decisions!

Gain unprecedented clarity in all your decision-making, so you can make consistently better decisions—and make them more rapidly. Drawing on her breakthrough MIT research with 115 CEOs, Luda Kopeikina offers practical, proven techniques for structuring decisions, achieving clarity about the real issues, and using that clarity to improve every decision you make.

Using Kopeikina's approach, a stunning 93 percent of CEOs made clear strategic decisions within 90 minutes or less—even when these decisions had been sitting unresolved for weeks or months. You can be every bit as effective.

**THE RIGHT DECISION EVERY TIME** offers practical tips and strategies for making those crucial decisions including:

- **Lightning strikes: reaching clarity *fast*, when it matters most**  
Focus *all* your physical, mental and emotional resources on your decision
- **Conquering the obstacles to timely decision-making**  
Overcome the 5 reasons executives fail to decide
- **Clarity of objective: Defining your decision**  
Know *exactly* what you're trying to accomplish
- **Emotions and reason: you need them both**  
Don't just *acknowledge* your emotions: use them to your advantage
- **Clarity of perspective: finding the right decision “frame”**  
Identify the right context for your decision
- **Decision de-layering: peeling away complexity**  
Simplify complex decisions by working through each individual element



## ABOUT THE AUTHOR

**LUDA KOPEIKINA** is President and CEO of Noventra Corporation. She recently completed a year as Visiting Scholar at the MIT Sloan School of Management. As President/CEO of Celerity Solutions, Inc., a publicly traded company, she led a complete turnaround, earning Interactive Week's ranking among the top 20 CEOs of US high-tech public companies based on performance and total shareholder return. Previously, she held several executive positions at GE where she had an opportunity to work with Jack Welch and observe his methods in action. While at GE Corporate, she led reengineering initiatives that enabled several GE businesses to achieve faster cycle time and significant inventory reductions.

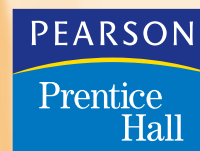
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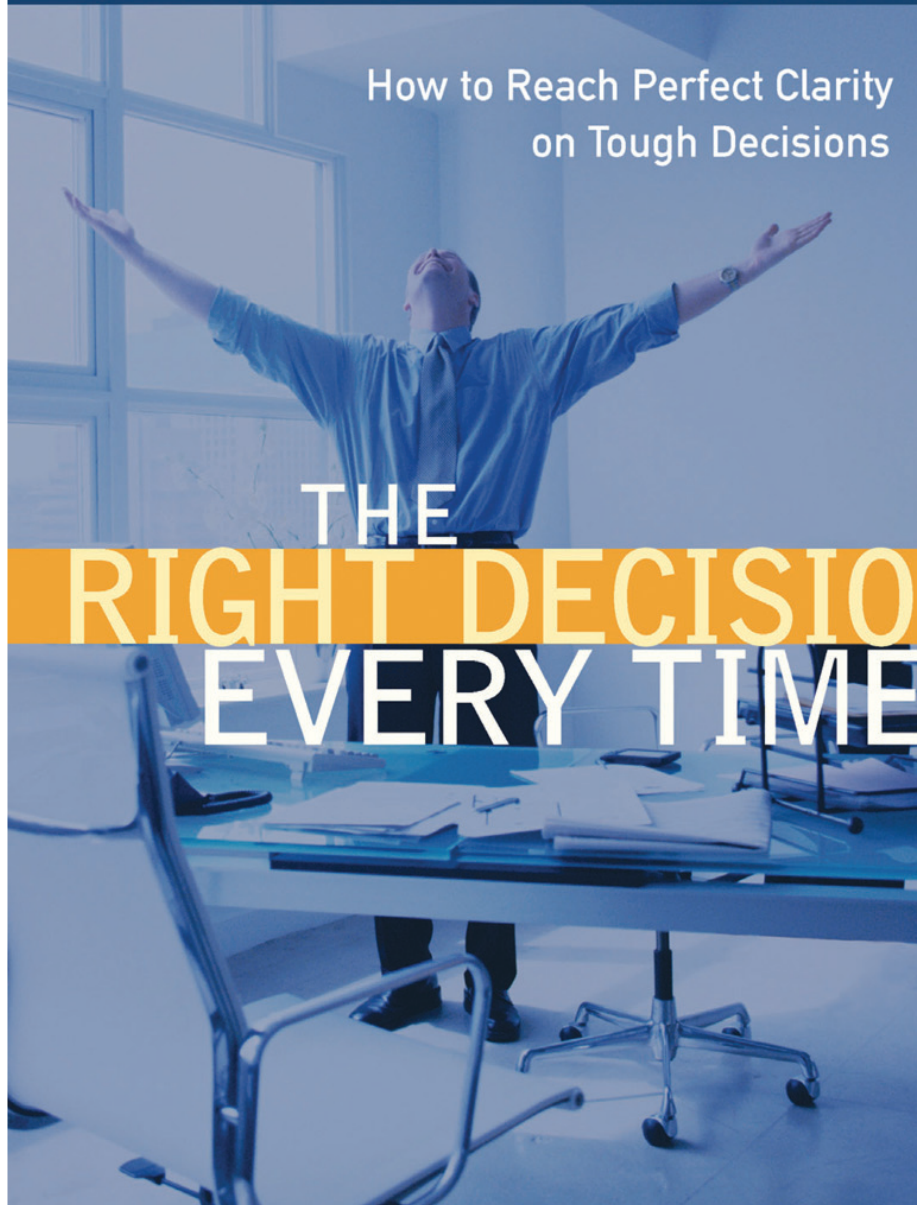
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*"Everyone who aspires to successfully lead their organizations, large or small, private or public, should learn the process Luda presents in this book."*

—James Ritchie-Dunham, President, The Institute for Strategic Clarity

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