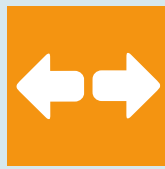


# EMERGING TRENDS IN BUSINESS DECISION MAKING

Businesses are undergoing rapid digital transformation. This means they have access to more data than ever. However, more information means more complexity when it comes to interpreting data, evaluating data, prioritizing, and making decisions. For Decision Makers at every level of an organization, there may be more data, but there is less time to act. It is important to take a structured approach that gets to the right decision and fast.

## Decision Making Challenges Are Increasing



**50%**

of senior executives say decision making is more complex (stakeholders, choices) than 2 years ago

### Data Not Driving Decisions



**58%**

of respondents say their companies base at least half of their regular business decisions on gut feel or experience rather than being driven by data and information



**40%**

of best-in-class companies vs. lower performing companies

**70%**

### Overcoming the Effect of Biases



**29%**

reduction in cognitive bias is measured when people were given guidance to help them understand biases

## Justification & Buy-in Becoming More Important



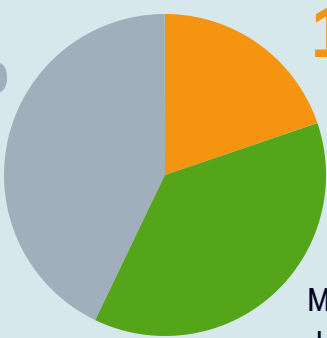
**53%**

of senior executives say there is a higher expectation to explain or justify decisions

### Survey on Decision Making Styles Used by Companies

**39%**

Top-down decision making



**18%**

Democratic or collaborative decision making

**33%**

Management committee decision making



**69%**

of respondents think their company would perform better with a greater level of participation and collaboration

perform better with a greater level of participation and collaboration

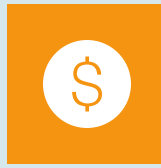
## Using Technology for Decisions Creates Competitive Advantages



In July 2017

**48%**

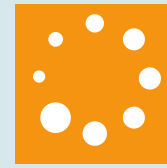
of executives ranked cost savings as one of the most important priorities for their technology use



In Oct 2020

**10%**

of executives ranked cost savings as one of the most important priorities for their technology use



In Oct 2020

**57%**

of executives say they are investing in technology for competitive advantage or refocusing their entire business around digital technologies

### Value of Tech-Driven Lead Scoring & Prioritization



**70%**

of leads are lost from poor follow up, indicating a need for a formal process for prioritizing marketing qualified leads (MQLs)



**77%**

increase in lead generation ROI (time and money invested) for companies using lead scoring compared to those not using scoring

## Download for Free: The Essential Guide for Decision Makers

For more insights, check out this guide from our series: [Reinventing Your Business, Reimagining Your Salesforce.](#)

<https://www.passagetechnology.com/en/essential-guide-for-decision-makers-in-businesses-using-salesforce>



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