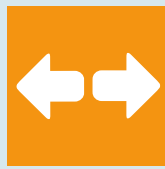


EMERGING TRENDS IN BUSINESS DECISION MAKING

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



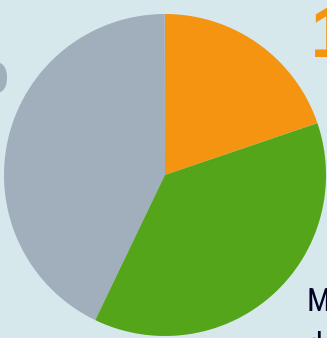
53%

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

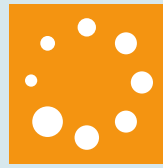
perform better with a greater level of participation and collaboration

Using Technology for Decisions Creates Competitive Advantages



41%

of companies in a recent study reported that they were able to compete on data and analytics



19%

of companies reported they've established a data culture

In a 2023 study, **Salesforce®** found that **data driven orgs are 3X more likely to see big improvements in decision-making**

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)



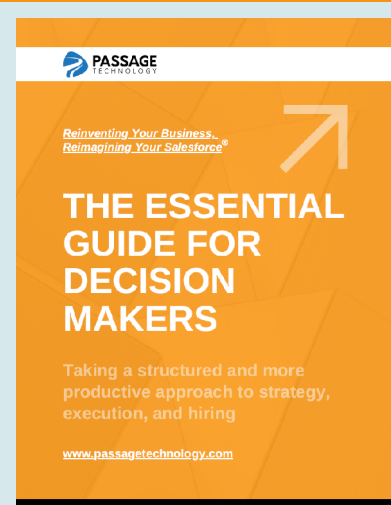
77%

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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