



पंडित दीनदयाल उपाध्याय राष्ट्रीय सामाजिक सुरक्षा अकादमी
PANDIT DEENDAYAL UPADHYAYA NATIONAL ACADEMY OF SOCIAL SECURITY
कर्मचारी भविष्य निधि संगठन, श्रम एवं रोजगार मंत्रालय, भारत सरकार
EMPLOYEES' PROVIDENT FUNDS ORGANISATION
(MINISTRY OF LABOUR & EMPLOYMENT, GOVT. OF INDIA)
30-31, संस्थागत क्षेत्र, जनकपुरी, नई दिल्ली - 110058
30-31, Institutional Area, Janakpuri, New Delhi-110058
दूरभाष/Phone: 28524248, 28526525; फैक्स/Fax: 28525987
www.natrss.gov.in ; email: natrss@epfindia.gov.in



No.13/07/2020-2021/PDNASS/ 162

Dated: 29.07.2021

To

**All Officers of EPFO
Head Office/Zonal Office's/Regional Office's**

Subject: HBR Webinar: Using Data to Make Decisions in the Face of Uncertainty- reg.

Madam/Sir,

Harvard Business Review (HBR) sponsored by ORACLE NETSUITE is organising a webinar on the subject cited above. We're all used to operating with a degree of uncertainty, but the Covid pandemic has taken uncertainty and unpredictability to an entirely new level. When we feel such heightened uncertainty, our decision-making processes can break down, and we may act based on bias, emotion, and intuition instead of logic and fact.

2. Decision science expert Cheryl Strauss Einhorn will lead a live HBR video webinar about making decisions in the face of uncertainty. Einhorn recently wrote in HBR, "Being aware of our uncertainty is a necessary precursor to managing it." Einhorn has a simple, four-step process to work with and through ambiguity to make careful, reasoned decisions, even in the most uncertain of circumstances. Einhorn will discuss:

- ✓ Why emotional response can interfere with optimal decision making
- ✓ Her simple, innovative framework to help leaders assess ambiguous data
- ✓ How to formulate the right questions to get the answers you need
- ✓ How to recognize which cognitive biases might accompany your data

3. Following Einhorn's process can help organizations better address emotional responses in order to move forward with a rational decision. Having a more complete picture reduces the reliance upon well-worn thinking pathways and cognitive biases, resulting in more logical and data-driven decision making.

The details are as under: -

Monday, August 2, 2021 | Noon - 1:00 PM US ET
11:00 AM - 12:00 PM US Central
10:00 AM - 11:00 AM US Mountain
9:00 AM - 10:00 AM US Pacific
4:00 PM - 5:00 PM GMT

Featured Speakers



Cheryl Strauss Einhorn

Cheryl Strauss Einhorn, founder and CEO of Decisive, a decision sciences company. Einhorn has taught for years at Columbia Business School and Cornell, has won awards for her investigative news stories, and has authored two books on complex problem solving.

URL:-

https://hbr.perigonlive.com/HBR0802211?m=emtp2&utm_medium=email&utm_source=webinar&utm_campaign=oraclenetsuite_strauss_einhorn_testa_20210728&deliveryName=DM143269#regForm

Officers of EPFO are encouraged to register and take advantage of this webinar at no cost. This webinar will share how our organization can improve the way it uses data to make decisions in the face of uncertainty. Interested officers may register for this webinar at the URL mentioned above.

(This issues with the approval of Competent Authority)

Yours faithfully,

A handwritten signature in blue ink, appearing to read 'Shyam V. Tonk', written over a light blue rectangular background.

**(Shyam V. Tonk)
Regional P.F. Commissioner-I (Training)**