



# Evidence-Based Management

Bias and error often contaminate managers' perceptions and judgements which guide and inform action and decision-making. Evidence-based management (EBM) involves the conscientious, explicit, and judicious use of research evidence to make better decisions. Learning EBM principles and skills helps managers engage in critical analytical thinking, improve their decision awareness, and make decisions on the basis of the best available scientific evidence. The aim of this masterclass is to introduce participants to basic EBM principles and skills, and to apply them to people management practices with a view to challenge widely held beliefs about effective practice in the areas of selection, performance management and reward management.

## *Recommended audience*

This masterclass is designed for leaders and managers who want to:

- Enhance their critical analytical thinking
- Improve their research skills within an evidence-based management framework
- Strengthen their decision making quality and awareness by applying the best available evidence to a practical issue or problem

## *Key benefits*

By the end of this masterclass, participants will be able to:

- Identify basic knowledge of EBM principles and skills
- Apply basic knowledge of research concepts
- Develop greater decision awareness to reduce bias and errors in judgement
- Demonstrate critical analytical thinking particularly in relation to people management practice

## *Topics to be covered*

- Definition of EBM and its importance to managers in work organisations
- Decision making quality and awareness
- EBM skills
- Essential research concepts that support EBM
- Evidence quality and critical analysis
- The diffusion of an EBM culture

## *Length of session*

One full-day of combined short interactive lectures and group discussions

