

- DR. GLEB TSIPURSKY

“Beware of going with your gut! Our intuitions are adapted for the ancient savanna, not the modern business environment, and often lead us to disasters.”

Dr. Gleb Tsipursky's 5 Questions to Avoid Decision Disasters

Ask yourself these questions before making a significant decision

- 1 What important **information** did I not yet fully consider?
- 2 What **dangerous judgment errors** (cognitive biases) did I not yet address?
- 3 What would a trusted and objective **adviser** suggest I do?
- 4 How have I addressed the ways this could **fail**?
- 5 What new information would cause me to **revisit** this decision?

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Empowering leaders
and organizations to
avoid business disasters



DISASTER AVOIDANCE EXPERTS is a boutique consulting and training firm that empowers leaders and organizations to avoid business disasters by using cutting-edge research to help them **address potential threats, seize unexpected opportunities, and resolve persistent personnel problems.** We dramatically improve the bottom line of our clients, which range from mid-size businesses and nonprofits to Fortune 500 companies.

DR. GLEB TSIPURSKY, CEO, has over 20 years of experience consulting, coaching, and professional speaking on avoiding business disasters. A best-selling author of several books on this topic, his work was featured in over 400 articles and over 350 interviews in venues such as *Inc. Magazine, Time, Newsweek, Scientific American, and Fast Company.*