

# Future Focused

Our first rollover wasn't as successful as it could have been. When analysing what went wrong, I believe it lies in our decision making within the simulation. It is difficult to see exactly what areas our decision making let us down when examining key reports but I think my team and I should be able to formulate some understanding of where we can improve. We were the only team with lost sales which could be rectified next rollover by producing more units or increasing our retail price. I'm hopeful that our next rollover will be more successful because of the future focused decisions we made that won't be realised until the next rollover is complete. It's possible that we were too future focused and therefore didn't spend as much time and attention on the decisions that would affect our SHV this rollover.

Buchanan (2006) states that risk is an inescapable part of every decision. In MikesBikes there is no right or wrong decision but each decision will either bring you closer or further from your desired SHV. I think slowing down and spending time reviewing our decisions will help us make better decisions in the coming rollovers. Also continuing to review our current reports and results will help us reduce risk in our future decision making. I believe these would be the most effective ways for us to improve our SHV in future rollovers.

Not achieving a rollover as successful as we could have achieved is an eyeopener for our group and we will definitely strive for a better result next rollover.

Buchanan, L & O'Connell, A. (2006). A Brief History of Decision Making, Harvard Business Review, 84(1), 32-41. Retrieved from <http://web.b.ebscohost.com.ezproxy.auckland.ac.nz/ehost/pdfviewer/pdfviewer?vid=1&sid=da705a02-6705-4572-a9cb-a8dff990766b%40sessionmgr101>

Daudelin, M. W. (1996). Learning from experience through reflection. Organizational Dynamics, 24(3), 36-48.