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## NEW BOOK OFFERS BREAKTHROUGH, MIT-DEVELOPED TECHNIQUES FOR MAKING FASTER, BETTER DECISIONS!

*“Yes, it’s time to decide which management book to read next. To help you decide, I have read Luda Kopeikina’s **The Right Decision Every Time** and now I can muster better emotional resources, overcome procrastination, clearly set objectives, apply reason, establish context, and de-layer complexity. I can now clearly recommend that THIS be the next management book that you read. Kopeikina offers many insights into how to make the best decisions, but the ones I appreciate most reveal how to free your mind and body from their—yikes—‘death habits.’ Kopeikina also recommends clarity of communication as a test of decisions, and she shows us how on every page of her fine book.”*

—Dr. Robert M. Metcalfe, MIT engineer, Ethernet inventor, 3Com founder, InfoWorld pundit, and now Polaris Ventures partner; Recipient in 2005 of the National Medal of Technology—the nation’s highest award for technological innovation

*“**The Right Decision Every Time** offers sound and practical advice for resolving complex decision situations. By considering any decision in a clear state of mind, we find fundamental barriers, test core assumptions, and align with the right choice. Ideas presented in this book can make a profound difference in any manager’s effectiveness.”*

—C. Michael Armstrong, Retired Chairman, Comcast—AT&T—Hughes

## ***MAKE THE RIGHT DECISION EVERY TIME***

***THE RIGHT DECISION EVERY TIME: HOW TO REACH PERFECT CLARITY ON TOUGH DECISIONS*** (Prentice Hall; Publication Date: September 16, 2005; \$27.99, Cloth; ISBN 0-13-186262-6), by Luda Kopeikina, draws on her breakthrough MIT research with 115 CEOs to offer a revolutionary framework for achieving the clarity you need to make outstanding decisions under pressure.

Written for everyone who must make high-stakes decisions, or help others do so — including CEOs, corporate board members, executives, strategic consultants, advisors, executive coaches, and the world's 4.7 million mid-to-high-level managers who report to executive leadership — ***THE RIGHT DECISION EVERY TIME*** offers practical, proven techniques for structuring decisions, achieving clarity about the real issues involved, and using that clarity to improve the quality of every decision you make.

This isn't “one-size-fits-all” decision-making: it's a framework that respects your style and leverages your strengths. Kopeikina begins by defining clarity in decision-making, identifying five most common root causes for decision difficulty, and introducing the “Clarity State”: that singular moment of focus where

insights are triggered, things fall into place, and solutions become obvious. Next, she introduces a set of powerful techniques for overcoming decision difficulties, stripping away decision complexity, and achieving the Clarity State. The book concludes with a detailed case study tracing how a real executive used these techniques to make a crucial strategic decision.

***THE RIGHT DECISION EVERY TIME*** offers practical tips and strategies for making those crucial decisions including:

- **Lightning strikes: reaching clarity fast, when it matters most**  
Focus all your physical, mental and emotional resources on your decision
- **Conquering the obstacles to timely decision-making**  
Overcome the 5 reasons executives fail to decide
- **Clarity of objective: defining your decision**  
Know exactly what you're trying to accomplish
- **Emotions and reason: you need them both**  
Don't just acknowledge your emotions: use them to your advantage
- **Decision de-layering: peeling away complexity**  
Simplify complex decisions by working through each individual element

***THE RIGHT DECISION EVERY TIME*** contains a convenient insert summarizing these techniques for easy use “when the rubber hits the road.” Using Kopeikina's approach, a stunning 93 percent of CEOs made clear strategic decisions within 90 minutes or less—even when these decisions had been sitting unresolved for weeks or months. With these techniques, you can be every bit as effective.

#### **More Praise for *THE RIGHT DECISION EVERY TIME***

*“In her book, **The Right Decision Every Time**, Luda Kopeikina provides a unique and enlightening look into the process of decision making utilizing a Clarity State—a state of emotional, mental, and physical balance. This book is a ‘must-read’ for any manager or entrepreneur that strives to be the most effective leader they can be.”*

**—Marshall Carter, Retired Chairman and CEO, State Street Bank and Trust**

*“Effective leaders communicate clear strategies. To communicate strategy clearly, they must be clear themselves. **The Right Decision Every Time** presents simple but powerful techniques that even mature leaders have repeatedly shown they can add to their arsenal, helping them excel in leadership. The Clarity State integrates many difficult techniques in a very practical, proven*

*process. Everyone who aspires to successfully lead their organizations, large or small, private or public, should learn the process Luda presents in this book.”*

**—James L. Ritchie-Dunham, Ph.D., President, The Institute for Strategic Clarity; Associate at Harvard University Psychology Department; Co-author of *Managing from Clarity: Identifying, Aligning, and Leveraging Strategic Resources***

### **About the Author**

Luda Kopeikina is a Visiting Scholar at the MIT Sloan School of Management and CEO of Noventra Corporation, a strategy-consulting firm. Ms. Kopeikina spent six years at General Electric in various vice presidential positions where she had an opportunity to work with Jack Welch and observe his methods in action. Later she was President and CEO of Celerity Solutions, Inc., a publicly traded company. Under her leadership, the company executed a complete turnaround in two years and grew six-fold. *Interactive Week's* 1998 Executive Worth Survey ranked Ms. Kopeikina within the top twenty CEOs of U.S. high-tech public companies for her performance and total return to shareholders.

Ms. Kopeikina is an entrepreneur who started two successful companies. She enjoys working with entrepreneurs and helping businesses prosper. Luda is a Chairman of MIT Enterprise Forum of South Florida, a non-profit organization that promotes entrepreneurship. She also serves on the Board of Directors of several companies.

Ms. Kopeikina holds a Master's Degree from MIT's Sloan School of Management as a Sloan Fellow. She also holds a Master's Degree in Computer Science from St. Petersburg University, Russia, and completed a Ph.D. thesis in Computer Science there.

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By Luda Kopeikina

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