
BRAINBOOST INVITATION

Decision-Driven Analytics: Leveraging Human Intelligence to Unlock the Power of Data

In many organisations, analytics efforts fall short because data are disconnected from the decisions to be made.

At our first 2025 BrainBoost on Wednesday January 29th Dr. Bart De Langhe will challenge the traditional approach to data-driven decision-making and introduce a fresh perspective; decision-driven analytics.

Bart De Langhe is a leading marketing professor and behavioural scientist. Originally from Belgium, but his career has brought him to Spain, The Netherlands and USA. His articles have been published in leading academic journal and media outlets and he is co-author of the book "Decision-Driven Analytics: Leveraging Human Intelligence to Unlock the Power of Data".

In this thought-provoking keynote Bart De Langhe provides a framework for optimizing strategic business solutions and introduces a new perspective on data that can point leaders to the most effective outcome.

Based on his research and real-world examples, Bart de Langhe focuses on decisions rather than overwhelming data. He presents the four pillars of this approach and address common mistakes that have prevented organisations from fully leveraging data for impactful decisions.

Join this BrainBoost if you want to think without data to make better decisions!

*Best regards,
Jens Brabrand*

*CEO
ConsilioNexus*

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