



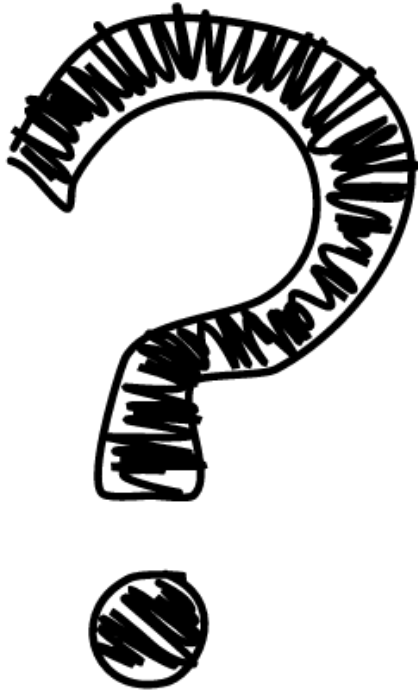
MIS

Management
Information
System

**You are a leader. You will be a leader.
A leader should take a ...**



DECISION



**“How to lay the foundation for
tomorrow’s success
while
competing to win in today’s
business environment?”**

*Bagaimana cara memastikan bisnis kita berhasil di masa depan,
seraya memenangkan kompetisi bisnis hari ini?*

What Challenges do managers face?

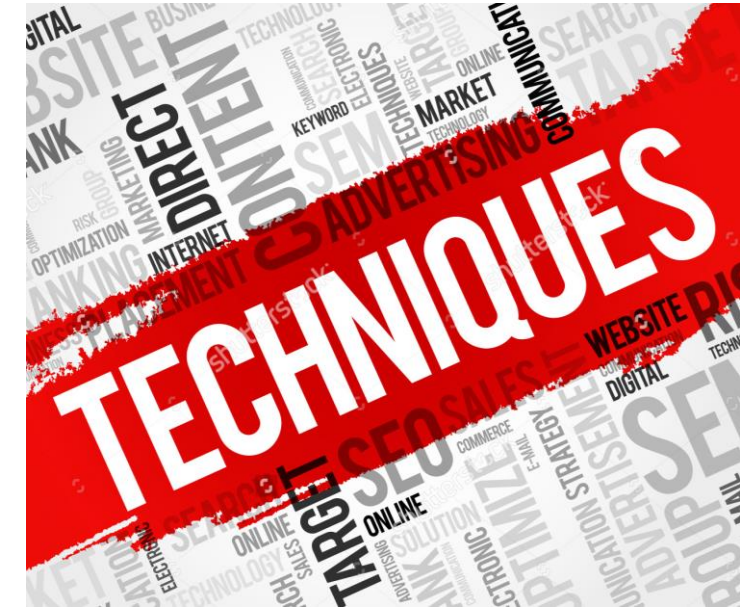
Managerial Decision-Making Challenges



Have to analyze tons of information



Have to perform Quick Decision



Have to apply most suitable technique

Fear of Missing Out
What is FOMO?
What about FOBO?
Fear Of a Better Option



PATRICK MCGINNIS

<https://www.youtube.com/watch?v=cTIUiN6inIQ>

Decision-Making **Process:**

1



Problem Identification

2



Data Collection

3



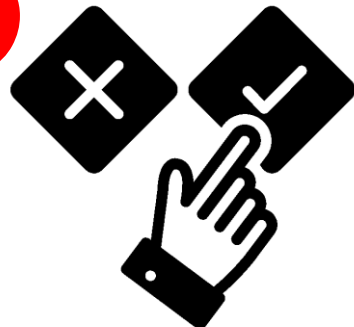
Solution Generation

4



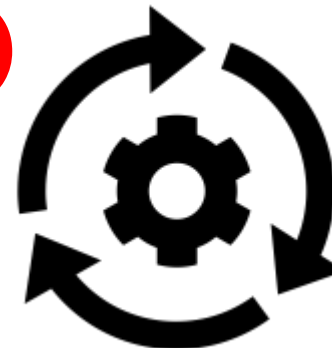
Solution Test

5



Solution Selection

6



Solution Implementation

7



Decision-Making Process:

1



Problem Identification

2



Data Collection

3



Solution Generation

4



Solution Test

5



Solution Selection

6



Solution Implementation

7



POP CHALLENGE (5 Minutes)

Your Best Barista is Quitting her Job What is your Decision-Making Process?

1



Problem Identification

2



Data Collection

3



Solution Generation

4



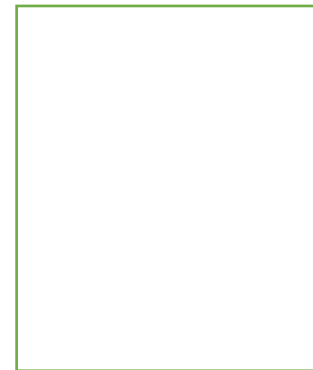
Solution Test

5



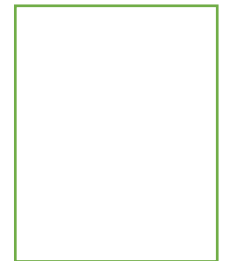
Solution Selection

6



Solution Implementation

7



Evaluation

ORGANIZATION LEVEL: *BUSINESS DECISION LEVEL*



- *High Executive, President, Leaders, Senior Management*
- Non-routine decision; Required insight, evaluation, judgment
- Affect Long Term Strategies

- *Middle management*
- Ad hoc strategy
- Affect short-term to mid-term strategies

- *Staff, Lower Management, Operational Managers*
- Decisions Made frequently & Repetitive
- Affect short term strategies

FIGURE 2.3 Common Company Structure

ORGANIZATION LEVEL:
BUSINESS DECISION LEVEL

**OPERATIONAL
LEVEL**

- *Staff, Lower Management, Operational Managers*
- *Decisions Made frequently & Repetitive*
- *Affect short term strategies*



Position Examples:

- Operational Staff
- Supervisor
- Operations coordinator.
- Operations manager.
- Project manager.
- Program manager.

ORGANIZATION LEVEL:
BUSINESS DECISION LEVEL

**MANAGERIAL
LEVEL**

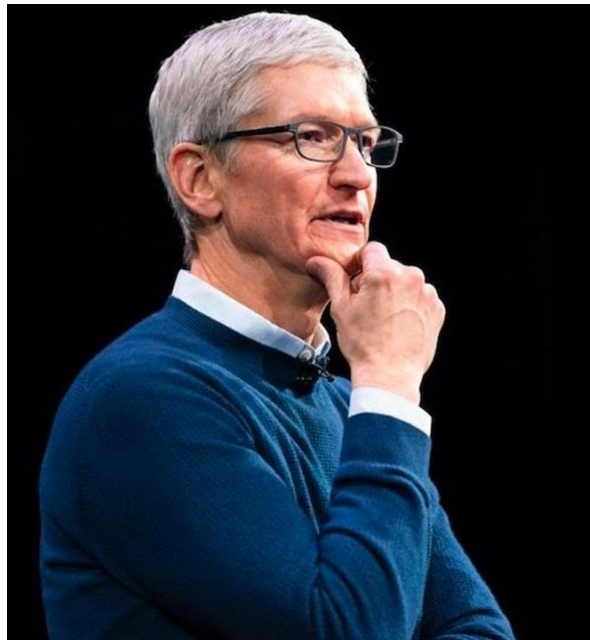
- *Middle management*
- Ad hoc strategy
- Affect short-term to mid-term strategies



Position Examples:

- Regional manager
- Divisional manager
- Branch managers.
- Store managers.
- Department managers

ORGANIZATION LEVEL:
BUSINESS DECISION LEVEL



Position Examples:

- CEO
- High Executive,
- President,
- Senior Management

- ***Strategic decisions involve higher-level issues concerned with the overall direction of the organization (Baltzan, 2020);***
- ***Non-routine decision; Required insight, evaluation, judgment***
- ***Affect Long Term Strategies***

Figure out!

Operational / Managerial / Strategic

Level of Decision ?

How will COVID-19 will affect the business?



How many customer is writing comments in social media?



How is the sales for this month compared to last month?



What are the new product trend in millennial market and how to identify?



What new flavor should be produced?



What are the alternative if monthly promotion is not going well?



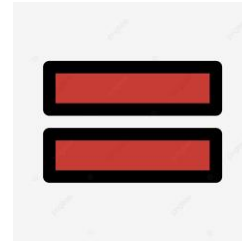
What new Competitive advantage should be maintain or develop?



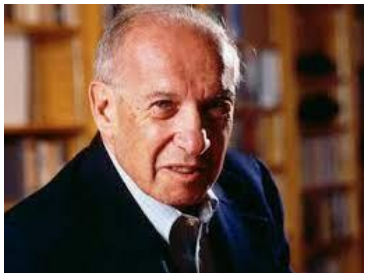
An employee is resigning. How would you hire new staff?



**DECISION
MADE**



How to **measure** if your decision is successful ?



“ If you cannot measure something, you cannot manage it ”
- Peter Drucker (Famous Writer)

HOW TO MEASURE IF YOUR DECISION IS SUCCESSFUL ?

METRICS



CSF

Critical Success Factor

KPI

Key Performance
Indicator

MEASURING BUSINESS DECISIONS

Critical Success Factors

Crucial steps companies perform to achieve their goals and objectives and implement their strategies

- Create high-quality products
- Retain competitive advantages
- Reduce product costs
- Increase customer satisfaction
- Hire and retain the best business professionals

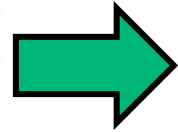
Key Performance Indicators

Quantifiable metrics a company uses to evaluate progress toward critical success factors

- Turnover rates of employees
- Percentage of help desk calls answered in the first minute
- Number of product returns
- Number of new customers
- Average customer spending

HOW TO MEASURE IF YOUR DECISION IS SUCCESSFUL ?

METRICS

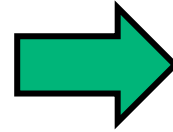


CSF

Critical Success Factor



Steps to
achieve goals

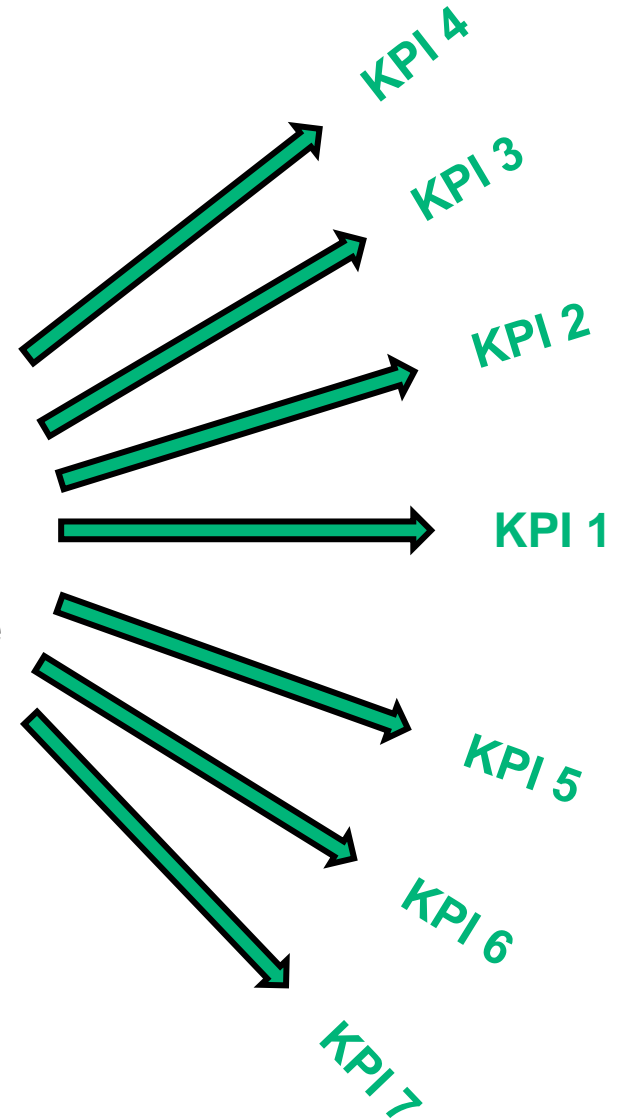


KPI

Key Performance
Indicator



Quantifiable
Metric



MEASURING BUSINESS DECISIONS



- KPI **INTERNAL** Measurements

KPI

Key Performance
Indicator

- KPI **EXTERNAL** Measurements



- Too many KPIs could be problematic

- Normally, 4 to 10 KPIs

KPI EXAMPLES

KPI Examples for 10 Teams

Employees like to know where they stand. Key Performance Indicators (KPIs) are measurements that look at progress towards strategic goals or operational targets. Choose something important to your team, find a way to measure it, and then display that on your digital signs. KPIs should always be SMART:

SPECIFIC – the measurement has a specific purpose for the organization

MEASURABLE – able to be converted into numbers and compared with goals or past performance

ACHIEVABLE – something that individuals or teams can actually do in the time allotted

RELEVANT – tied into the overall goals and success criteria of the organization

TIME-TARGETED – the values cover a predefined and relevant time period



MARKETING & SALES

- Sales quotas and targets
- Average profit margin
- Sales by lead
- Sales by region
- Cost per lead



HUMAN RESOURCES

- Employee turnover
- Analysis of cross-team functionality
- Employee satisfaction
- Absenteeism (Bradford Factor)
- Training return on investment



FINANCE

- Stock data
- Revenue vs. target
- Accounts receivable DSO
- Return on equity
- COGS trends



WEB & SEO

- Keyword rankings
- Organic search traffic
- Domain authority
- Online conversion rate
- Competitive comparison



SUSTAINABILITY

- Carbon footprint
- Energy/water consumption
- Savings due to conservation efforts
- Waste recycling/reduction rate
- Supply chain miles



SCHOOLS & COLLEGES

- Test scores
- District or national rankings
- Skills and literacy levels
- Enrollment and graduates
- Athletics standings



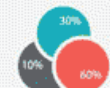
MANUFACTURING

- Safety compliance
- Quality assurance
- Cycle time and cycle time ratios
- Inventory levels
- Order tracking/delivery time



GOVERNMENT

- Citizens served (queuing data)
- Customer satisfaction ratings
- Time to completion
- Call center/phone line stats
- Local business engagement



HEALTHCARE

- ER wait times
- Patient census
- Average length of stay
- Staff Certifications
- Revenues for on-site services



HOSPITALITY

- Guest satisfaction scores
- Occupancy rates
- Meeting space revenues
- Concierge services
- Spa, restaurant and shop sales



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How to **measure** if MIS is successful ?

Efficiency Metrics

- Usability
- Customer satisfaction
- Conversion Rate
- Financial

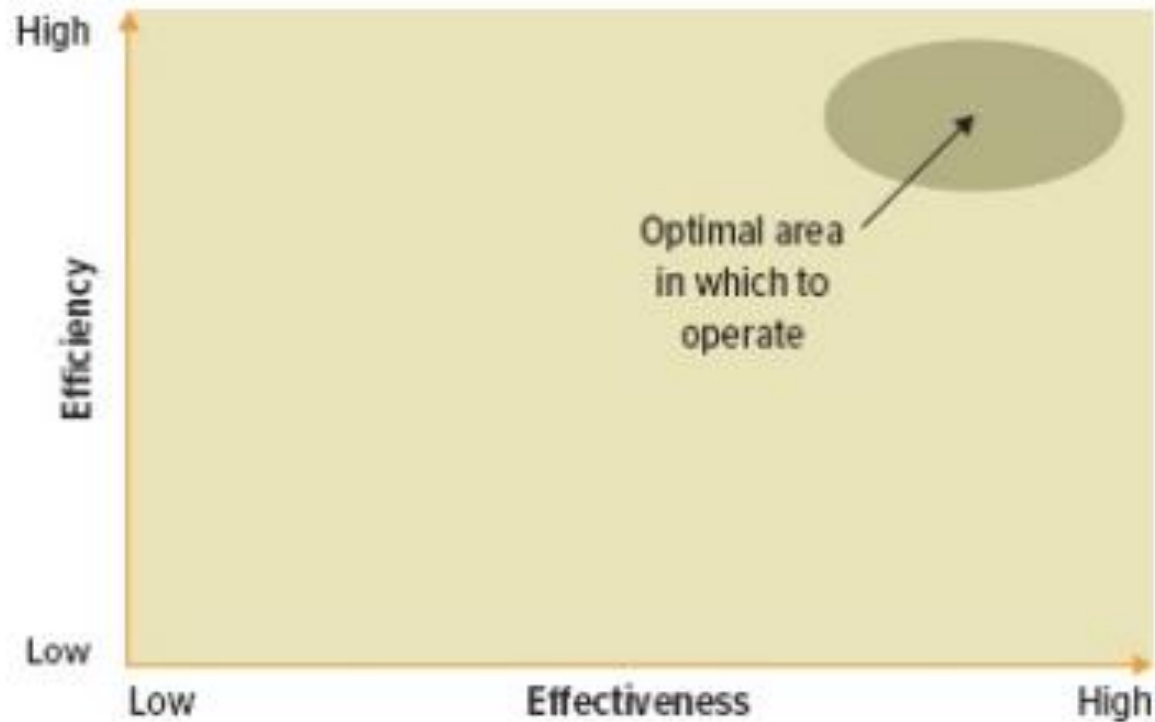
Effectiveness Metrics

- Throughput
- Transaction Speed
- System Availability
- Information Accuracy
- Response time



MEASURING BUSINESS DECISIONS


The Interrelationship of Efficiency and Effectiveness MIS Metrics



Maximum Efficiency & Effectiveness 

Minimal Effectiveness, Increased Efficiency 

Significant Effectiveness, Minimal Efficiency 

Minimal Effectiveness, Minimal Efficiency 

USING MIS TO MAKE BUSINESS DECISIONS

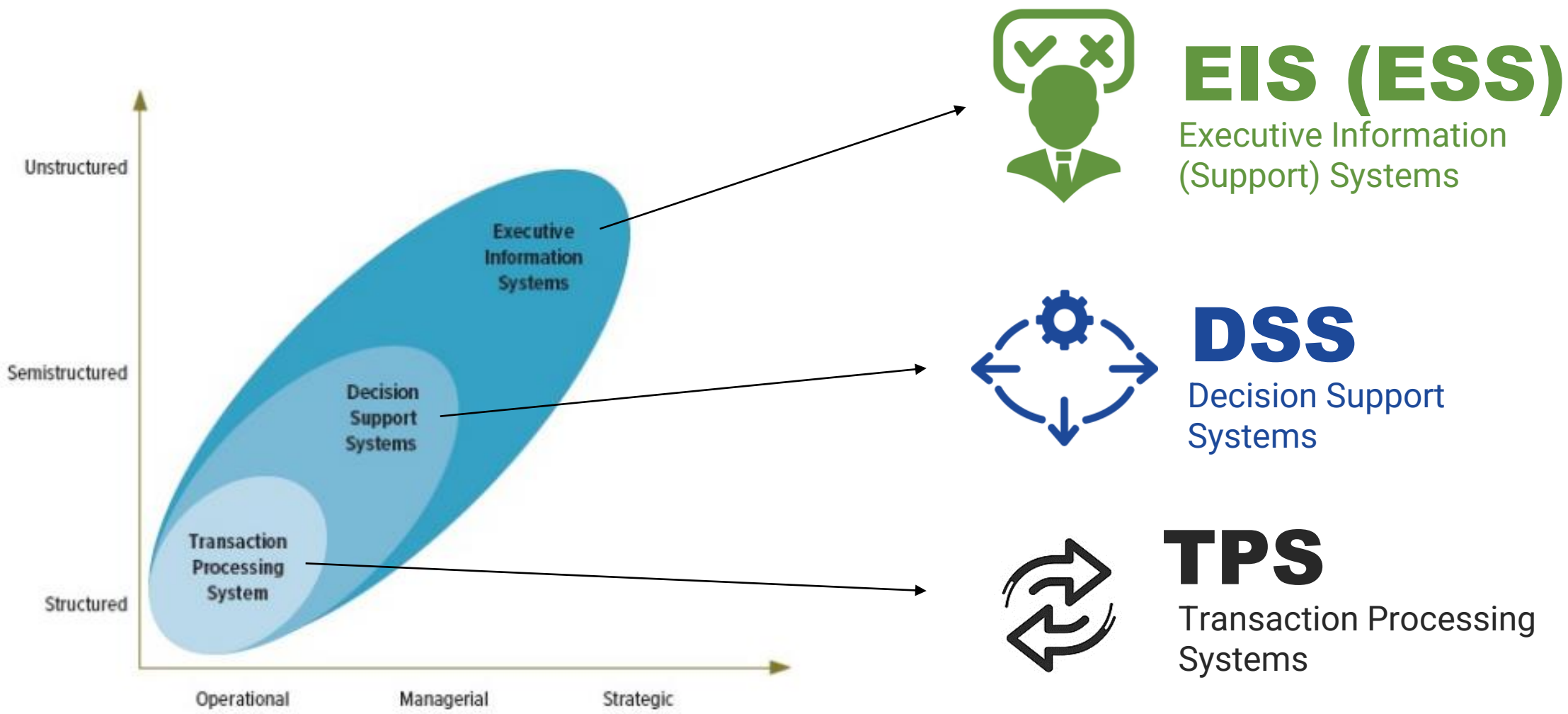
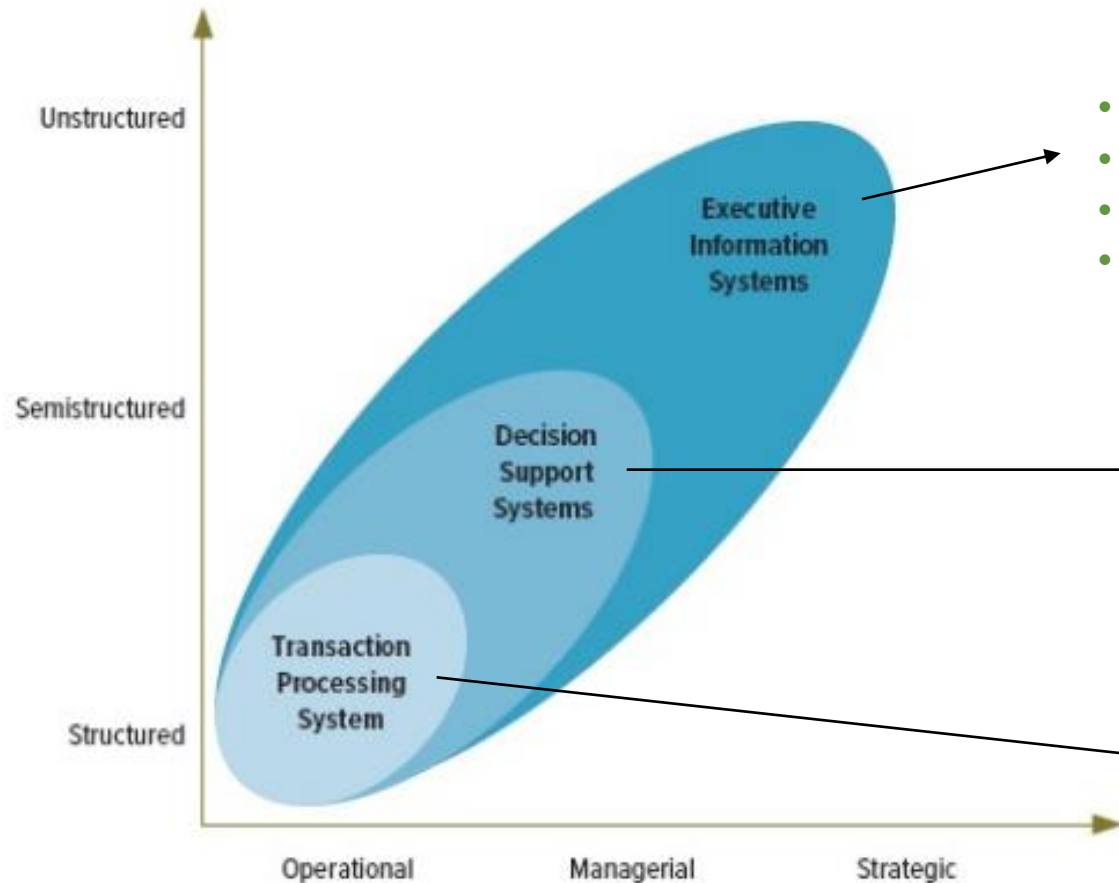


FIGURE 2.9 Primary Types of MIS Systems for Decision Making

USING MIS TO MAKE BUSINESS DECISIONS

THE CHARACTERISTICS



EIS (ESS)

- Specialized DSS
- Business Intelligence & Knowledge as inputs
- Has no “right or wrong” answer, only efficient and Effective answer
- Less details, more meaningful info

DSS

- To support the performance of managerial analysis or semi-structured decisions

TPS

- Implemented only in a single business units
- To support the performance of daily operational or structured decisions.

FIGURE 2.9 Primary Types of MIS Systems for Decision Making

BONUS VIDEO ON DECISION MAKING



YOU'RE
NOT GONNA
KNOW

GARY VEE

<https://www.youtube.com/watch?v=S-x8IMHyAyk&t=107s>

STAY SAFE AND SPEEDY RECOVERY



End of Presentation

REFERENCE

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[x8IMHyAyk&t=107s](https://www.youtube.com/watch?v=S-x8IMHyAyk&t=107s)