LA CAPACIDAD DE OBSERVACIÓN Y LA PERCEPCIÓN EN LA TOMA DE DECISIONES

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In all the activities of our lives, we are continually making personal and professional decisions. We choose what outfit to wear, which transport we are going to use to go to work, what kind of food to take for lunch. We decide which suppliers our company should select, what investments to make, who we hire as staff, etc.
In this article we are going to analyze two management skills that have an impact on decision-making: observation capability and perception.

Regarding observation capability, we will expose several situations where our eyes receive a large number of images throughout the day, but the brain only processes a few of these. If we fail to observe our environment in a global way, we can also fail in decision-making.

With respect to perception, we will discuss how our paradigms, our accumulated experiences, influence the way we understand what we observe and, consequently, the decisions we take as a result of how we understood the situation.
Finally, we present some experiences that have caused a change of paradigms in some individuals and how they, as consequence of the change, have interpreted reality in a more accurate way and taken decisions with better results.