Decisions that matter in the Leadership sphere

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To build trust within the brands that we work for requires careful management of decisions and reputation. One wrong decision made public can destroy decades of carefully managed public trust within the brand itself. Decision making in the context of Higher Education leadership can make or break the institution. Yet, there are often 100s if not 1000s of leadership decisions made within a week, month, or year. Clear frameworks such as the Eisenhower Decision Matrix can guide those decisions through meaningful dialogue.

Building Trust in the Higher Education Sector

Trust in the Higher Education Sector is vital for effective leadership. Multiple stakeholders, deadlines, and business demands create a complex myriad of operational paradigms and decision-making considerations. The daily operations of a department/faculty or larger organisation become a game of chess where strategic alignments become the bedrock of our approach in the sector. The wrong decision can have disastrous consequences for an organisation.

	Urgent	Not Urgent
Important	**Do** Do it right away.	**Decide** Schedule a time to do it later.
Not Important	**Delegate** Who is the best person for the task?	**Delete** Remove unnecessary tasks.

Figure 1.1 The Eisenhower Decision Matrix

How we prioritise our demands and use of time creates a set of decisions that will inevitably arise. The use of The Eisenhower Decision Matrix (Figure 1.1) is one such way in which to alleviate decision fatigue through a set of constructs designed to simplify choices. This becomes prescient for leaders in the Higher Education Sector as the demands of the job often requires continual choice selection. An academic under pressure (due to multiple classes, marking, student management etc.) will greatly benefit from the use of the Eisenhower Matrix as it simplifies the process.

Considered decision making through Do, Decide, Delegate, and Delete works to build trust in the processes surrounding core decisions and business outcomes. Our institutional reputations build part of the branding and trust that our customers rely on. How we respond under pressure to customers and students will set our reputation. It is our inherent desire to create excellent learning and educational outcomes for students through clear and directed policies and processes. Utilising a clear framework assists in that end goal. Reputation matters in the Tertiary Education space.

Integrity in leadership and the style in which that leadership is exercised is an important matter for building institutional reputations. It can be thankless, often involving untold hours of overtime to build decisions that work within the contextual lens of risk management. Foundational frameworks within current legislation and our institutions create a strong case for building institutional trust and branding through our decision-making capabilities. In other words: how do we build a brand without causing harm to it or our own reputations?

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