

Top Five Reasons Businesses Base Real-Life Decisions On Research

(NAPSA)—Research isn't just for the lab anymore. Now more than ever, businesses use research that's already out there—or conduct research that isn't—and apply it to real-life business situations. Dr. Hinrich Eylers, Executive Dean, School of Advanced Studies at University of Phoenix, has five reasons businesses should use research for real-life decisions.

1. Evidence-based decision making. Research can be the key to a company making good business decisions. Today's leaders should have a strong foundation of research skills. Even if they aren't doing the research themselves, they need to understand it.

2. Learn from others' successes and failures. There is no need to fly blind. You can use existing, relevant research results to learn from and make decisions about your own challenges.

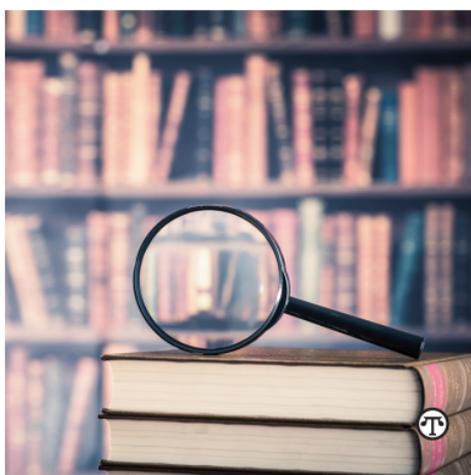
3. Stronger buy-in. Convince stakeholders of the appropriateness of your decisions with data from a study applicable to the business problem. When you can demonstrate to your organization's leadership why you made a certain decision, they are more likely to support you or buy into your recommendations.

4. Stand on the shoulders of giants—don't reinvent the wheel. There's an army of smart people generating data out there; use it to generate your business. Don't reinvent the wheel if there is already relevant research that applies to your business case at hand.

5. Don't be a dinosaur. Acknowledge that organizations are looking to use data.

"Today's innovation economy requires businesses to be nimble and responsive to demands, which requires leaders who possess the ability to identify new ways to improve operations and implement efficiencies to ultimately improve a company's bottom line," said Dr. Eylers. "In my view, a key ingredient is companies having employees who are trained as leaders and know how to conduct organizational, market and industry research that informs creative actions to influence policy and guide decision making."

At the University of Phoenix School of Advanced Studies, putting research to work is something doctoral students are empowered to do.



Dr. Hinrich Eylers, Executive Dean, School of Advanced Studies at University of Phoenix, says company leaders need to understand business research.

Take Dr. Victoria Trapp, a change-management professional for a leading multinational athletic wear provider, for example. After receiving a master's in sports administration and juris doctorate, Dr. Trapp completed her doctorate in management and organizational leadership at the University of Phoenix School of Advanced Studies. Throughout her doctoral program, Dr. Trapp focused her research on the influence of participation in organized sports on leadership abilities of women in the C-suite. Today, she applies her research and education to infuse change leadership into her organization's culture and serves as a regular presenter on change leadership. Dr. Trapp notes her disposition to coaching and mentorship began at a young age and credits her education at University of Phoenix with helping her learn new ways to approach her work.

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