



# INSEAD Randomized Controlled Trials Lab

Decision Making Grounded in Data Evidence from Experiments

## The challenge: Making better decisions

Imagine that you, as senior decision maker, are facing the challenge to make an important decision whether to implement a new HR policy, a new training program, or a new initiative to change behaviours in your organization. How would you make this decision? You could use your judgement which is based on your experience and gut feeling, but the risk of biases could lead to suboptimal outcomes. Alternatively, you could ground your decision in data evidence generated through rigorous experiments – just like in medical or pharmaceutical research. The advantage of experimentation for decision making is that the impact of different choices can be systematically evaluated on a small scale before the change is rolled-out organization-wide.

## Mission

The mission of the INSEAD RCT Lab is to facilitate academic research on the drivers of firm productivity, competitiveness and growth at INSEAD using randomized field experiments that will form the basis of evidence-based management and policy recommendations. It provides a channel through which the school can contribute to economic development and prosperity. Funded by the Abu Dhabi Education Council, its geographic focus is primarily on the Middle East and Africa.

## How to get engaged

If you need to make an important decision but do not have the required data evidence for this decision, a field experiment could help you generate the missing data evidence. It would be required to form a group which receives the treatment (e.g., mentoring) and a control group which does not receive it, and then compare the performance of the two groups over time. Please contact us if you would like to collaborate with us on such a field experiment.

## About the INSEAD Middle East Campus

With half a century's experience in delivering unsurpassed business education, and three decades of conducting research and executive education programmes in Europe and Asia, INSEAD has extended its reach into the Middle East in 2007 with the establishment of the INSEAD Middle East Campus. This campus enables INSEAD to better understand and contribute to the development of the region through in-depth research of important business topics of both regional and global interest.

## Contact

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