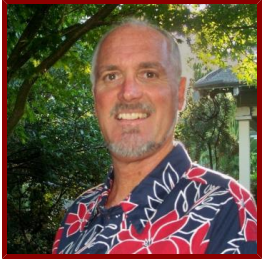


# Stanford

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## Burke E. Robinson

Affiliate, Business & Finance

### Bio

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#### BIO

Burke Robinson has retired after 27 years as a lecturer and consulting professor at Stanford. He taught undergraduate and graduate courses in the Sustainability Science & Practice Program and the Management Science & Engineering Dept. His premiere course was The Art and Science of Decision Making.

When we make high-quality decisions, we improve the probability of outcomes we want. By combining the art of qualitative framing and structuring with the science of quantitative assessment and analysis, we will have pragmatic ways to: identify those core issues driving the value of our decisions, craft an inspirational vision, create viable alternatives, mitigate biases in probabilistic information, clarify both tangible and intangible preferences, develop appropriate risk/reward models, evaluate decisions for a broad range of uncertain scenarios, appraise values of gathering additional information, and ensure commitment to implementation plans and budgets.

Common-sense rules and decision-making tools provide the essential focus, discipline, and passion we need for clarity of action on big, important decisions – from personal choices to organizational decisions about business strategies or public policies. A normative approach prescribes how decisions can be made defensible using a logical basis of deliberative reasoning when we face a dynamic, complex, and uncertain future world. Transformational change can then implement the optimal decisions by following a dynamic process of project management.

Students in his courses had the opportunity to frame, structure, assess, and analyze their personal career and lifestyle decisions for the initial 5 years after leaving Stanford. Key factors often include net discretionary income, savings and investments, macroeconomic trends, job satisfaction, personal life satisfaction, avocation pursuits, and relationships with family and friends.

Burke remains an avid Stanford sports fan and supporter of the many scholar-athletes on campus. As a Decision Coach, he advises and mentors students and others as they make significant life decisions about undergraduate majors, graduate programs, internships, career jobs, entrepreneurial ventures, and professional sports opportunities.

For more information and his CV, please see his personal website <http://www.burkerobinson.com>