



Melis Tusiray: Mastering The Ecosystem of Decision-Making

Melis Tusiray's presentation discusses how the decisions executives make play out in the ecosystem in which they operate, especially the elements related to government and public affairs. Decision-makers often treat decisions as a simple check-box: Created an internal DEI policy, tick. Submitted comments on a new public policy inquiry, tick. Wrote and distributed a press release, tick.

Yet the environment in which we operate today is an interconnected ecosystem where decisions in one area may have unintended consequences on others. Pulling from real-life examples, Melis will talk about why and how executives need to start thinking differently about the way decisions are made so that they can maximize value from all elements of their organization.

The Ecosystem of Decision-Making

What is the ecosystem of decision-making? Where have we seen real-life examples where the decision-making efforts of various operational functions have experienced unintended consequences, such as how a change in a user agreement can open a European investigation to how efforts for renewable energy can actually extend the life of a coal plant scheduled for shutdown?

Understanding Your Ecosystem

Who are the decision makers and what is your ecosystem? How are potential decisions analyzed before proceeding? Who is consulted or included in the process?

Rethinking the Process

How should you be assessing your organization's ecosystem and how decisions are made within it? What are potential outcomes and risks facing your organization? How does this process play into government affairs and public policy practices? How do current and emerging issues – from social media to artificial intelligence to geopolitical developments – impact organizational decision making?

**\$1,000 for virtual presentation,
\$2,500 for in-person presentation plus all travel expenses**

Presentation customizations available at hourly rate.

Standard presentation length is 60 minutes, with 30 minutes for Expert presentation and 30 minutes for discussion.

Melis Tusiray (she/her) is President at Cascade Strategies, a women-owned strategic advisory. She is a seasoned business strategy and operations director with experience in the private, nonprofit, government, and academic sectors. She has a strong track record of coordinating talented teams in organizations such as Epic Media, Vox Media, the American Friends of Bucerius/ZEIT-Stiftung, and the German Agency for International Cooperation (GIZ). Melis has successfully built out operations infrastructure at multiple organizations and led programs on critical issues like renewable energy, sustainability, and entrepreneurship in the United States, Germany, and East Africa. While with Epic and Vox Media, she was involved with the entire process of developing, producing, distributing and promoting editorial articles, podcasts, and film and tv projects. From public-facing materials to internal stakeholder engagement, Melis is experienced in creating a communications strategy to establish support for new endeavors. She holds a BA from the University of California Los Angeles, and an MA from Georgetown University.

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