



BUSINESS APPLICATIONS OF ARGUMENT ANALYSIS

The Business Applications of Argument Analysis workshop is the second day of our two-day Critical Thinking in Workplace workshop. You can take the workshop independent of the Critical Thinking in the Workplace workshop, but you must take the Overcome Your Cognitive Biases! workshop first. This is because the Business Applications of Argument Analysis workshop builds on the foundations of the Overcome Your Cognitive Biases! workshop. In the Overcome Your Cognitive Biases! workshop you learn the Grove Method of Argument Analysis, and how this method generates the questions that you need to ask yourself when engaged in reasoning to ensure that you're not being affected by cognitive biases. In the Business Applications of Argument Analysis workshop, we expand on the method, and consider further applications relevant to business.

Improve your decision making, problem solving, communication skills and your ability to think strategically

WORKSHOP OVERVIEW

Deductive Reasoning

We begin by examining what it means for an argument to be deductively valid and how to test an argument for this property. An argument is deductive valid if it has the property that it would be impossible for the conclusion to be false if the premises were true. Most arguments we encounter are not going to be deductively valid as we rarely have access to complete information. But learning how to evaluate arguments for deductive validity encourages the Critical Thinking mindset of exploring possible situations.

Detecting and Avoiding Fallacious Reasoning

Expanding on the discussion of informal fallacies that is given on the Overcome Your Cognitive Biases! workshop, learn how to detect and avoid further types of fallacious arguments one frequently encounters in the workplace. In addition, we will explore the situations in which it is rational to accept a claim on the basis of testimony.

Applications of Argument Analysis

The bulk of the workshop is spent on applying the tools and skills you have learned to common business scenarios. We will walk you through our method as it applies to: Decision making, Problem solving, Sales and Strategic planning. We will then apply this method to actual examples of these activities.

MODULES

Deductive Reasoning

- What it means for an argument to be “deductively valid”
- How to test an argument for validity

Detecting and Avoiding Fallacious Reasoning Relying on Testimony

- How to detect and avoid various examples of fallacious arguments one might encounter in the workplace
- When it is reasonable to accept a claim on the basis of testimonial evidence

Applications of Argument Analysis: Decision Making

- Analogical reasoning in decision making
- How to properly do a cost/benefit analysis

Applications of Argument Analysis: Problem Solving

- The 3 steps of problem solving
- Causal arguments
- Inferences to best explanation

Applications of Argument Analysis: Strategic Planning, Sales

- The benefits of using argument analysis for strategic planning
- The various applications and benefits of using argument analysis in sales