



# Making Entrepreneurial Decisions in an Age of Disruption

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Entrepreneurs are accustomed to making decisions amid uncertainty. But sometimes that uncertainty can be compounded by prolonged, disruptive changes in the business environment. In this blog post I offer some advice for entrepreneurs trying to make decisions amid the environmental changes posed by the ongoing pandemic. The advice draws on decades of research into the process of strategic decision making in new ventures. I hope it can be of use to some of today's entrepreneurs.

<https://carlsonschool.umn.edu/news/leading-small-and-new-businesses-age-disruption>

