

# Decision-making in business

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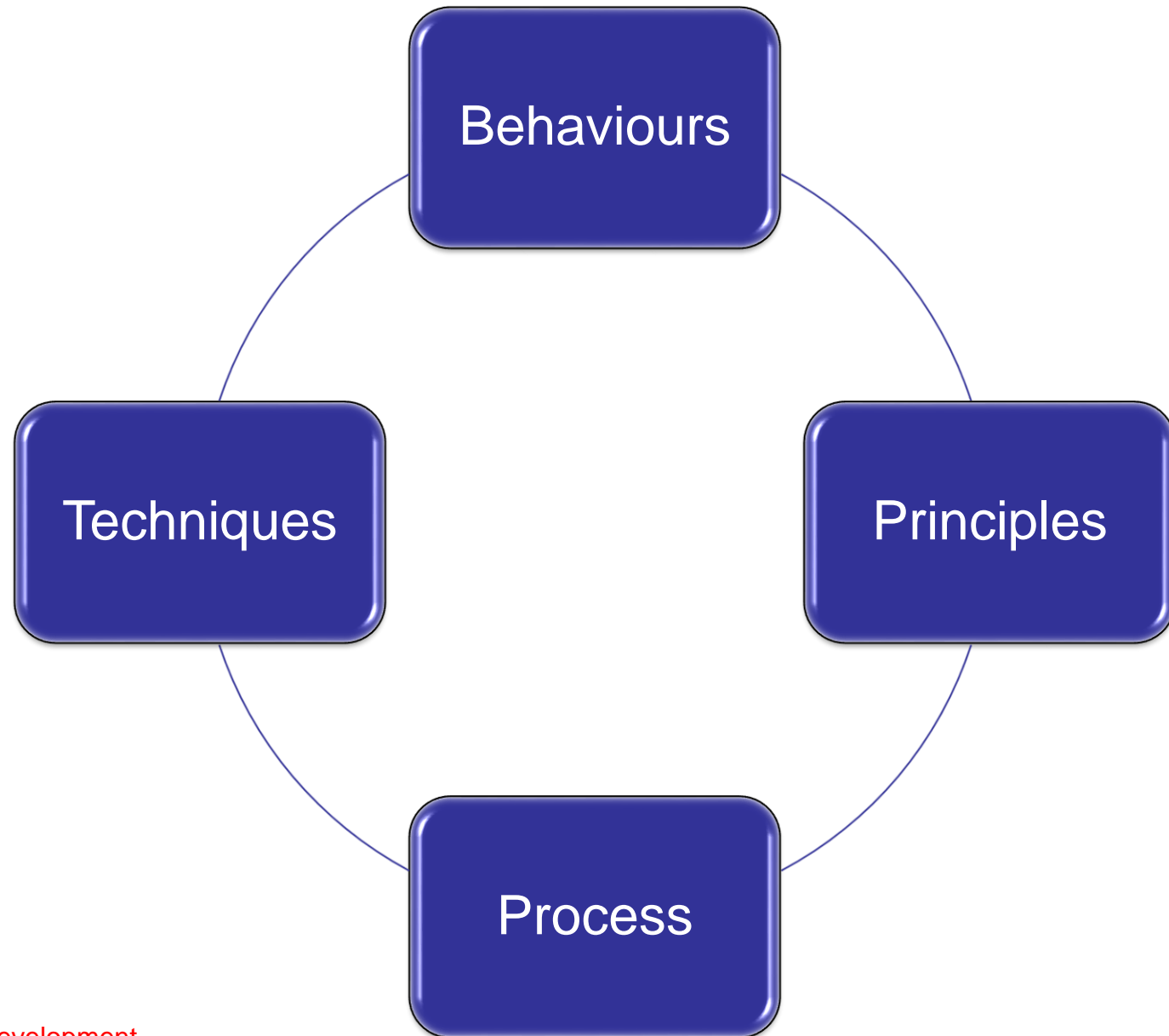


Debbie Paul  
Managing Director



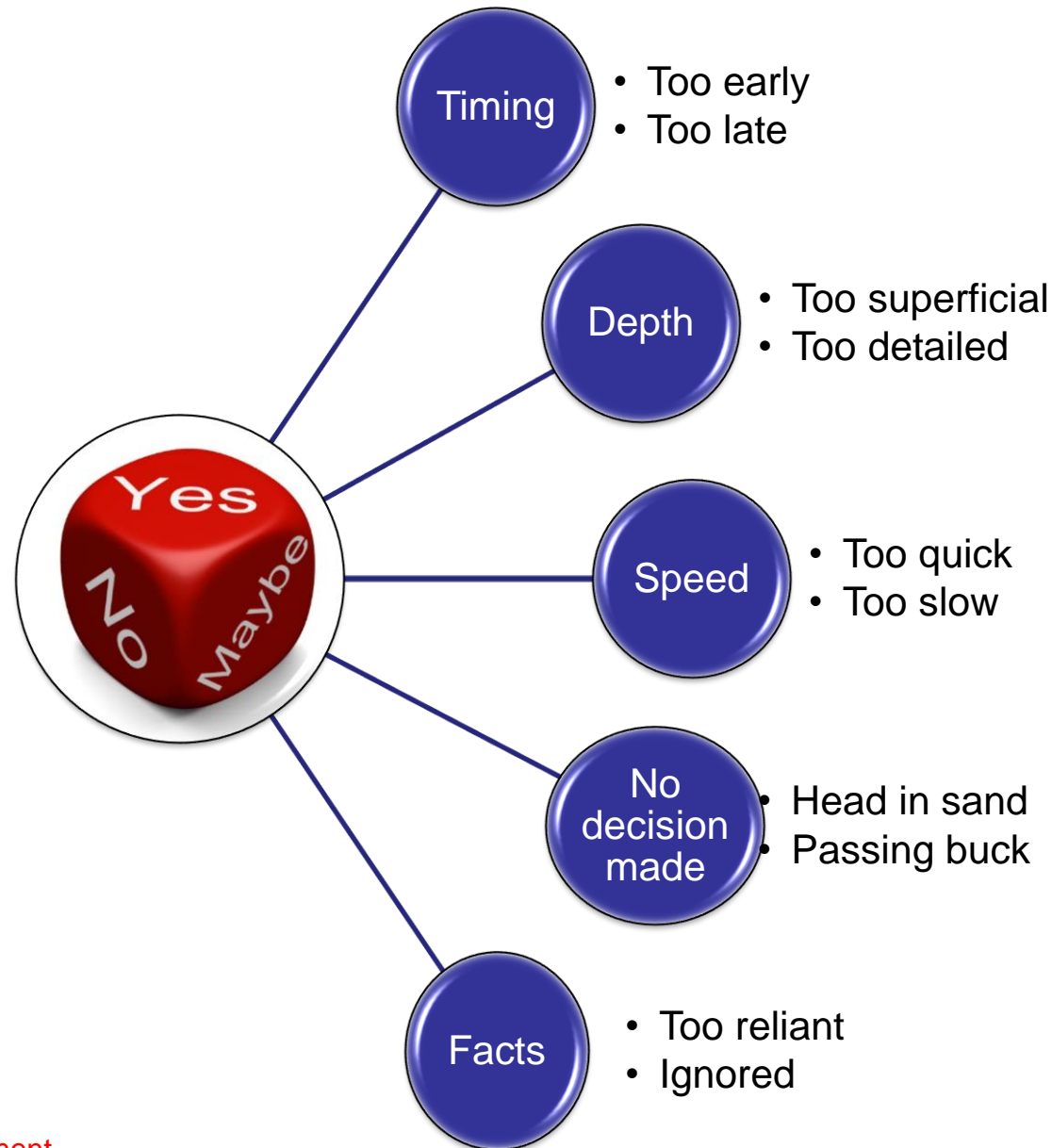
# Session structure & content

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# Problematic behaviours



# Technique: the problem statement

## Context

Why?

Who?

What?

When?

Where?

# Achieving the outcome

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Would you tell me, please, which way I ought to go from here?

That depends a good deal on where you want to get to.



# The two Os

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## Outcome

- what do we want to achieve?

## Options

- how might we achieve our outcome?

# Technique: the outcome frame

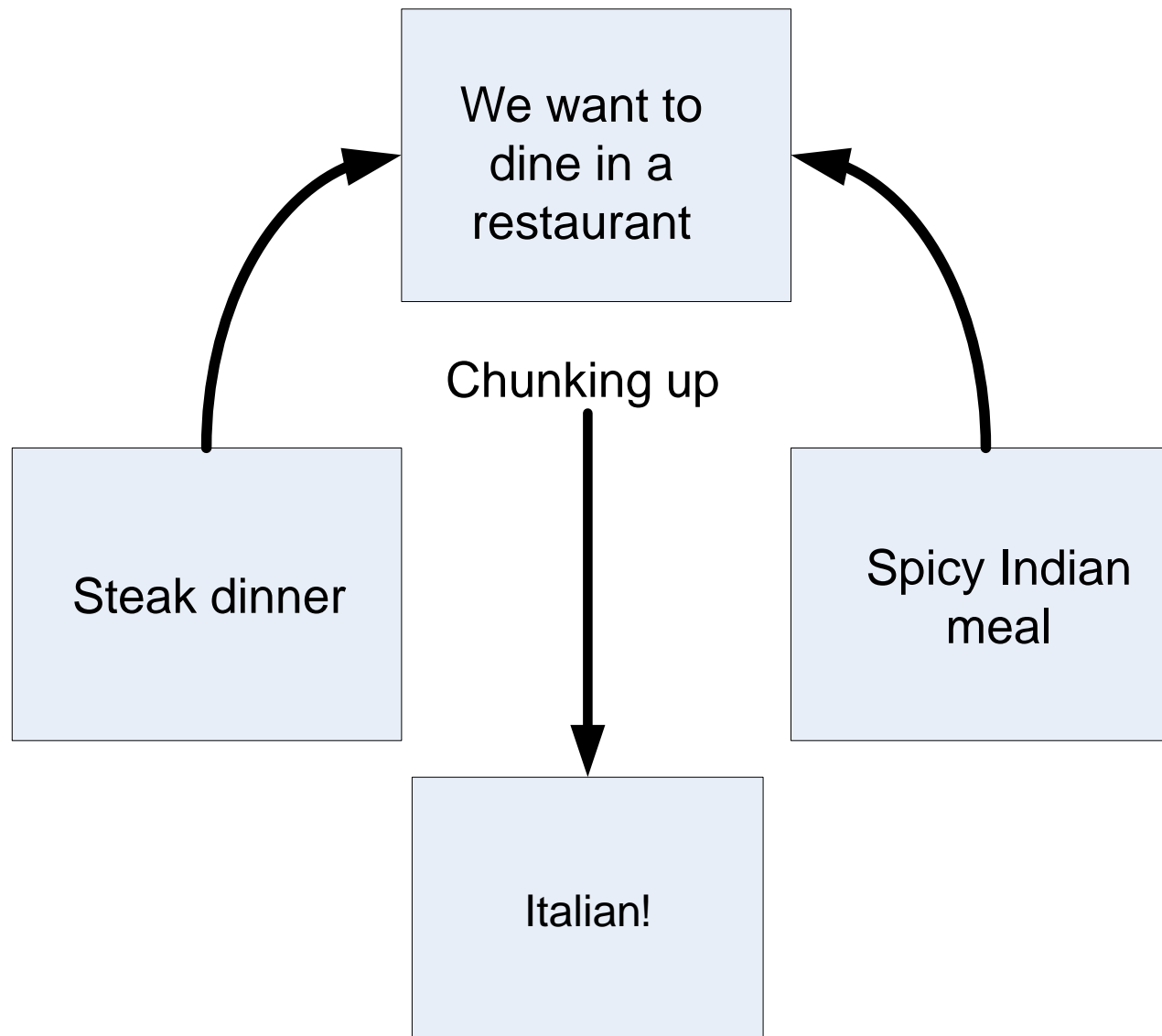
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- ☐ What is the outcome you want?
- ☐ Where, when and with whom do you want it?
- ☐ What will people feel when this outcome is achieved?
- ☐ What will having this outcome do for you and others?
- ☐ What resources do you need to achieve your outcome?
- ☐ What are the ways to achieve the outcome?



# Technique: chunking 1



# Decision-making process

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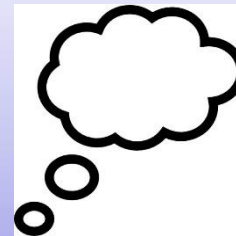
## Investigate

- The situation at hand



## Analyse

- The information

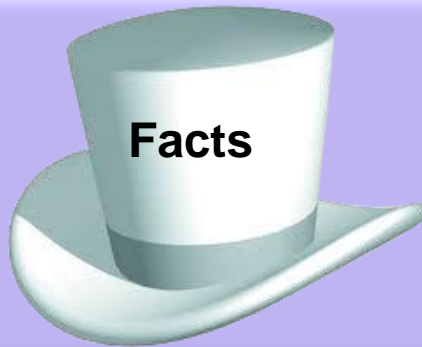


## Decide

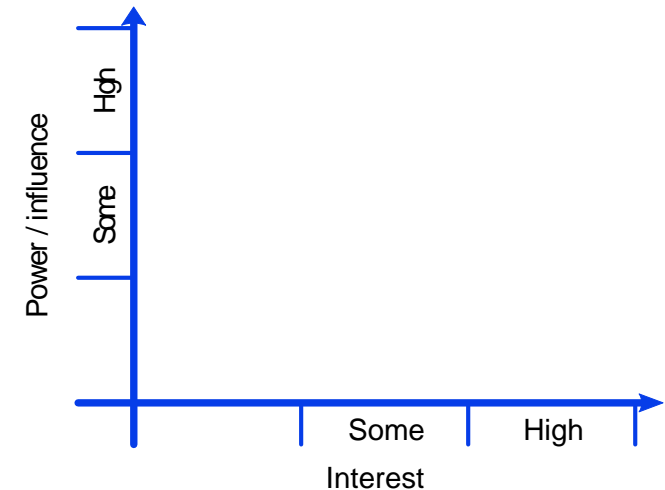
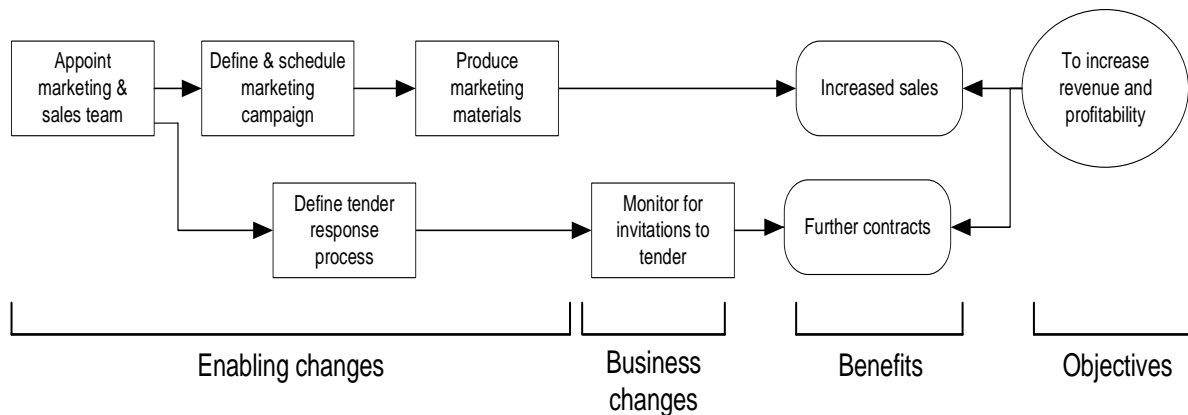
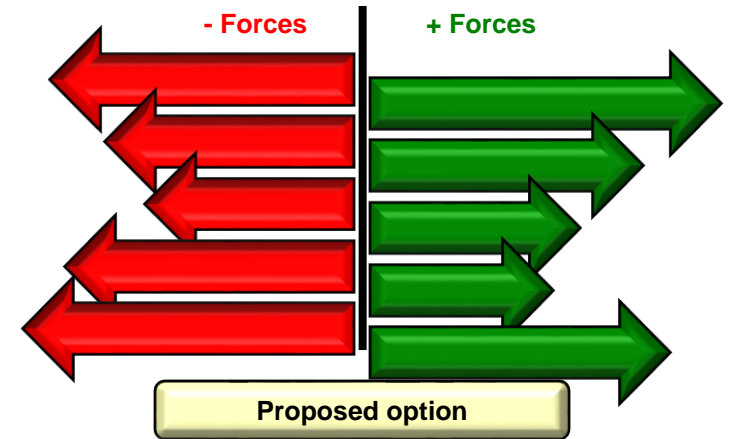
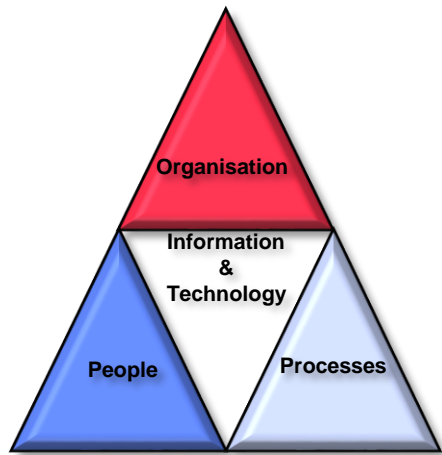
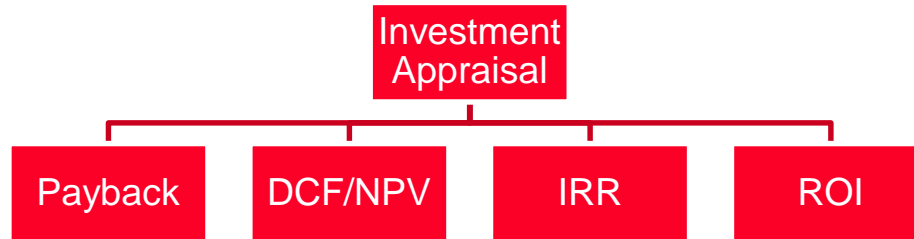
- The way forward



# Technique: De Bono's six hats



# Other techniques



# Focusing on the outcome

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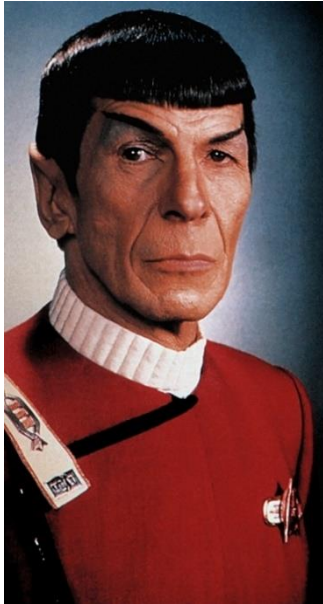


Begin with the end in mind

*Stephen Covey, the 7 habits  
of highly successful people*

# Balancing the needs of people

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The needs of the many  
outweigh the needs of  
the few

*Spock, The Wrath of Khan (1982)*

# Decisions are choices

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It is our choices that show  
what we truly are,  
far more than our abilities  
~Professor Dumbledore~



*Any  
questions?*



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