



Decision Making

1. How it works

There are several ways we can make decisions

Decision Making is about being faced with a choice. We make around 35,000 decisions per day, most of these are mundane and can be routinely solved by following set procedures. Larger or more complicated decisions that have multiple options and numerous strengths and weakness to be considered are though not so easy to solve.

1. Random Choice

Works well for inconsequential decisions e.g. when choosing between 2 similar options on a menu

2. Rules or Tradition

'This is the way we do things here'. Good for quick routine decision making, but just because that's how it's always been done doesn't mean it's always best.

3. Gut Feel

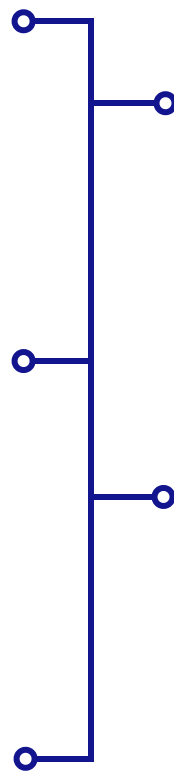
It just feels right or wrong. Don't always dismiss feelings in more complicated decisions, just look to better understand why you feel that way

4. Experience

The right type of experience can be hugely helpful in making a more difficult decision. The key is recognising when you have little or no experience.

5. Systematic Comparison

Using a framework to make a decision - usually a more important or difficult one - where it is worth investing time and effort into establishing the best answer



If you would like to see some systematic comparison frameworks download our pro's & con's, numberline or weighted decision making tools any of which could potentially help