

# Decision Making



## Choosing by Advantages (CbA)

### Initial Condition



- » Hierarchical & long-running **complex decision making**
- » **No decision framing** & no process of „who“ and „how“
- » **Silo mentality** & no voicing of soft and hard factors

### Results

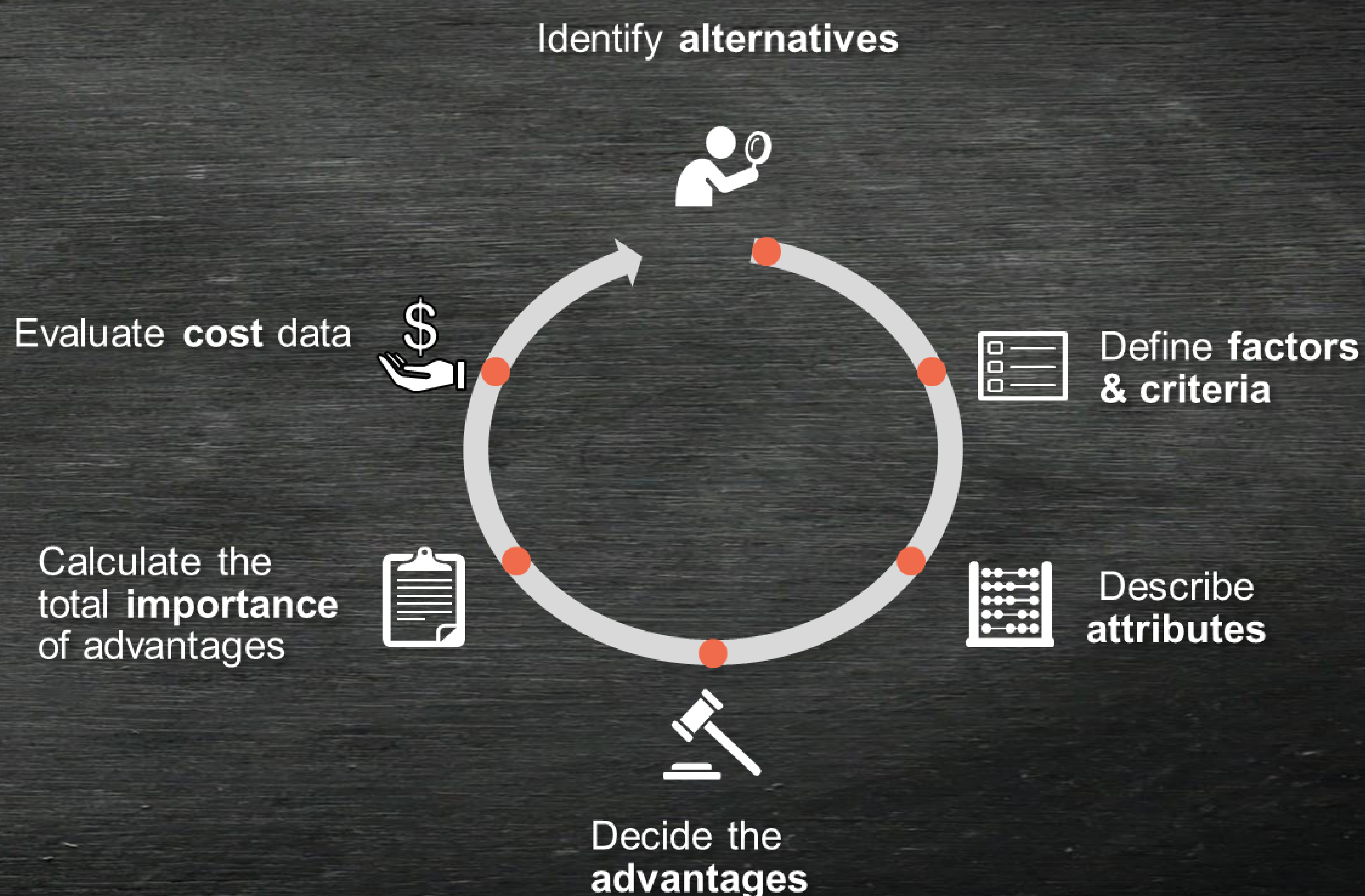


- » **Collaborative, cross-silo & empowerment approach**
- » **Transparency** of decision process with high acceptance of result
- » **Objective weighting of soft & hard factors**

### Approach

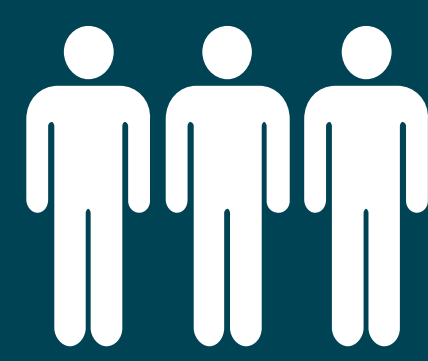


## “FROM ALTERNATIVES TO GOOD DECISIONS”





# Decision Making

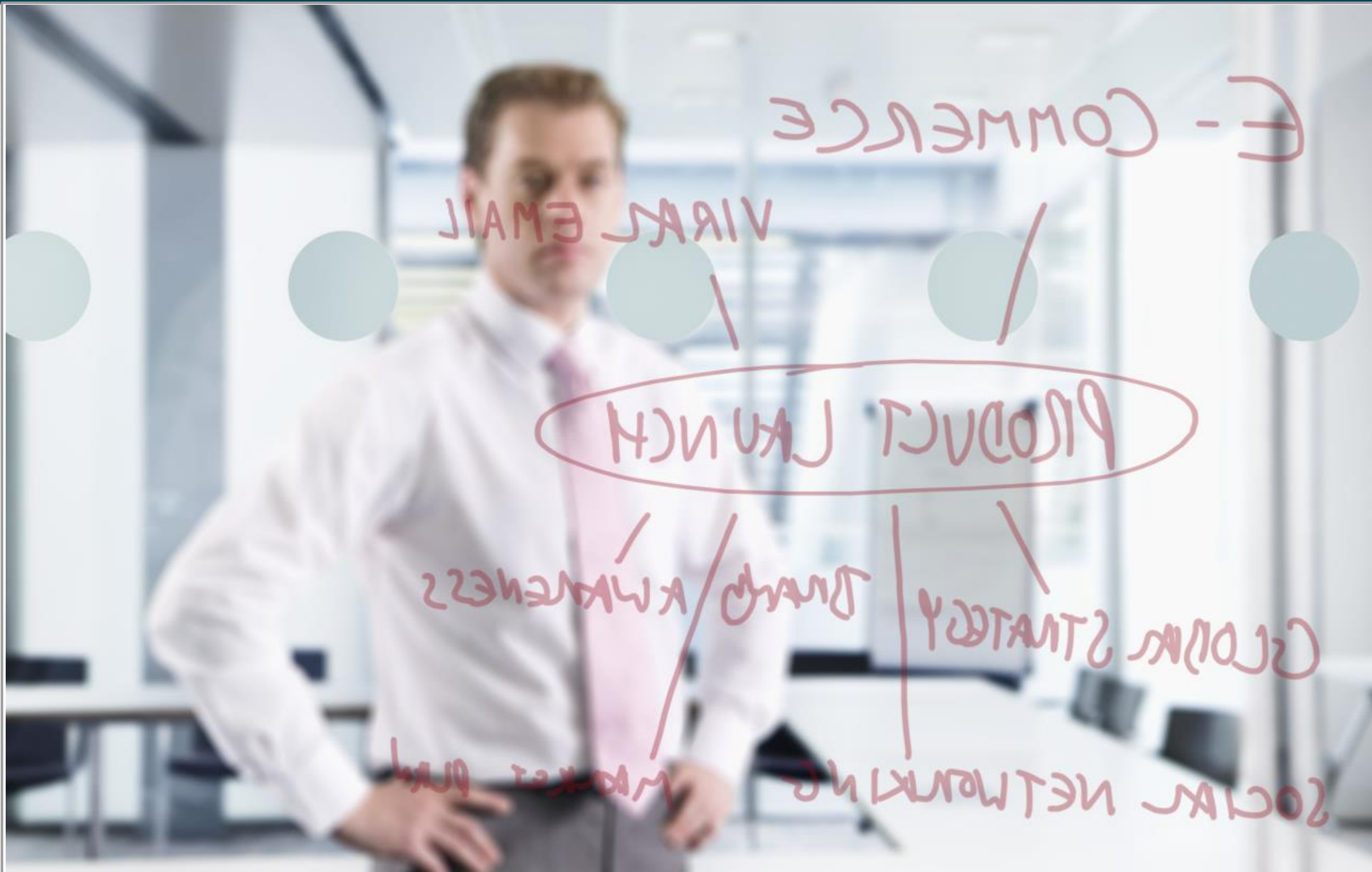


## Choosing by Advantages (CbA)

### Success Factors



#### Identification of Alternatives



- » Comparison of the advantages of alternatives based on anchored framing

#### Transparency of Decision Factors



- » Focus on the importance of advantages using qualitative and quantitative data

#### Comparison of Total Advantages with Costs



- » Consideration of costs as a medium of exchange at the end only

#### Decision Buy-In & Implementation



- » Achievement of a consensus in teams to ensure prompt implementation

