

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

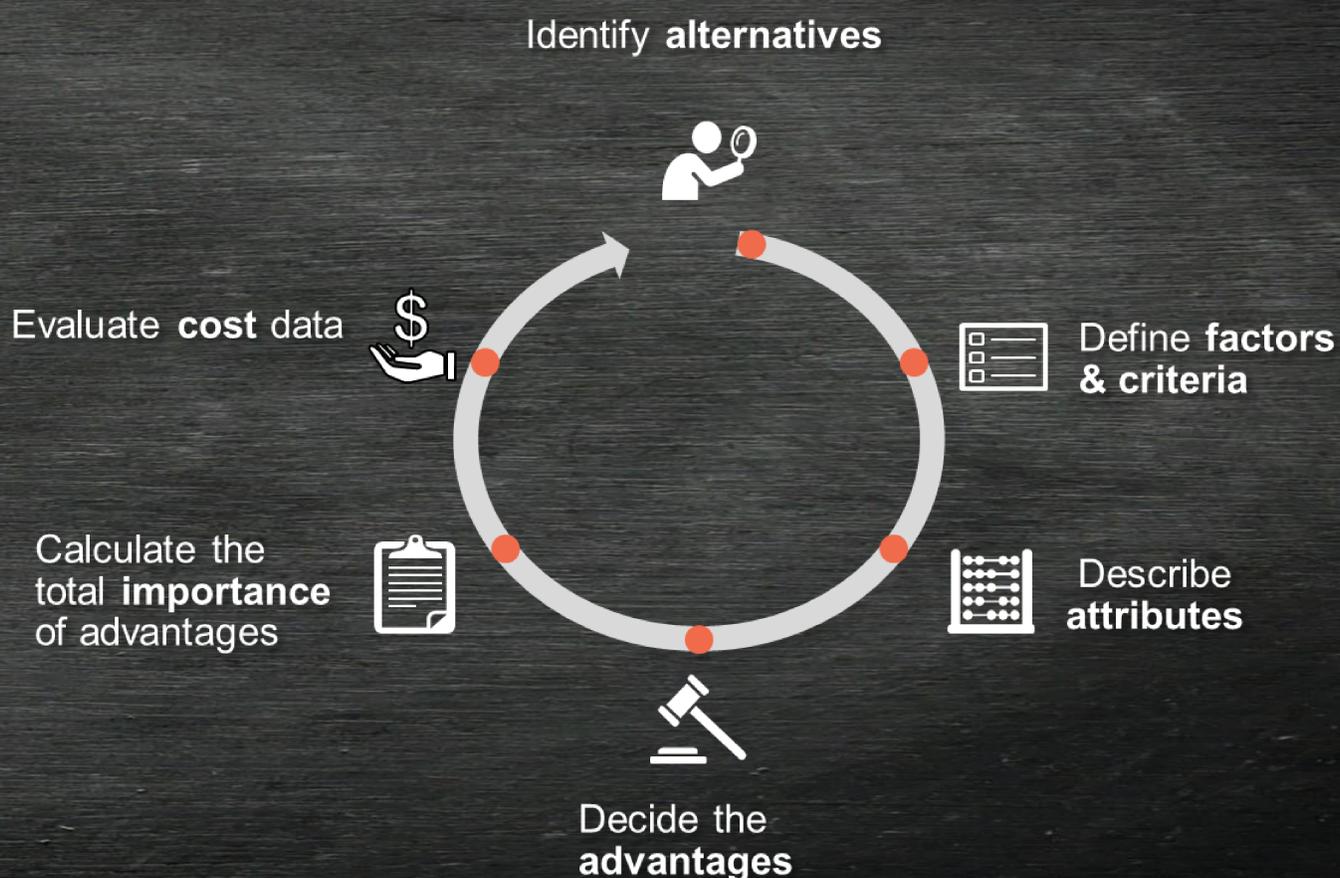


- **Collaborative, cross-silo & empowerment approach**
- **Transparency** of decision process with high acceptance of result
- **Objective weighting of soft & hard factors**

Approach



“FROM ALTERNATIVES TO GOOD DECISIONS”



Decision Making

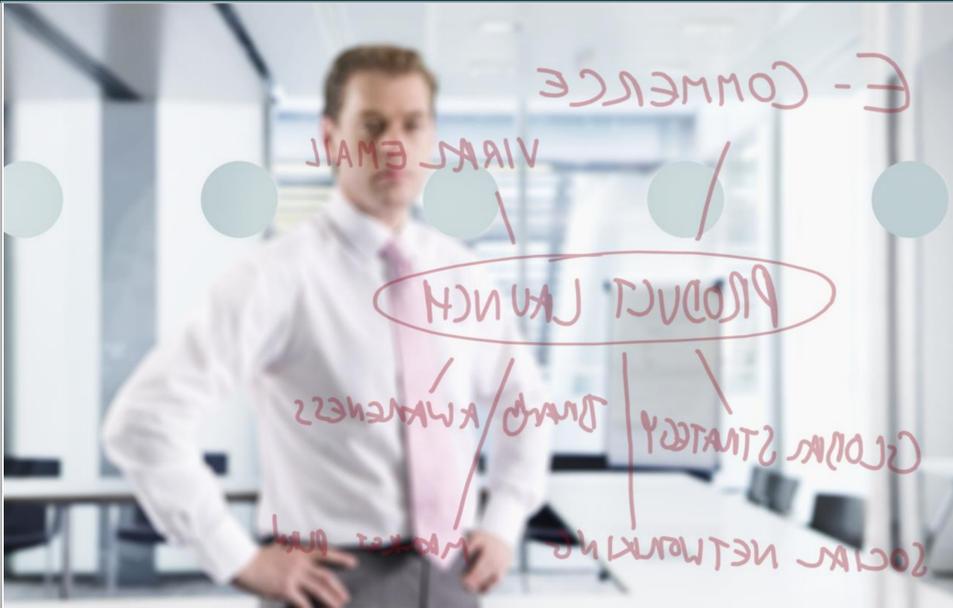


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Success Factors

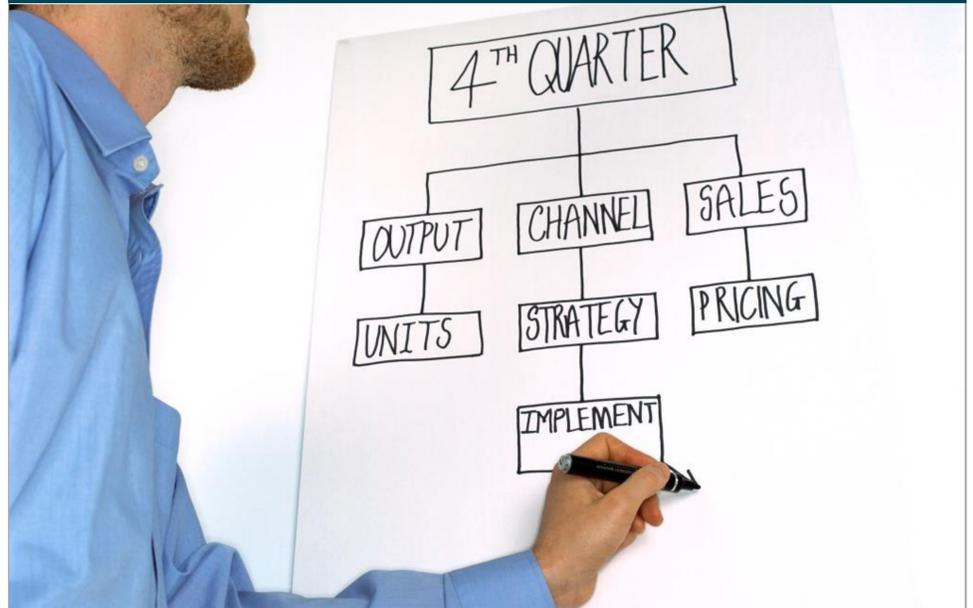


Identification of Alternatives



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

Transparency of Decision Factors



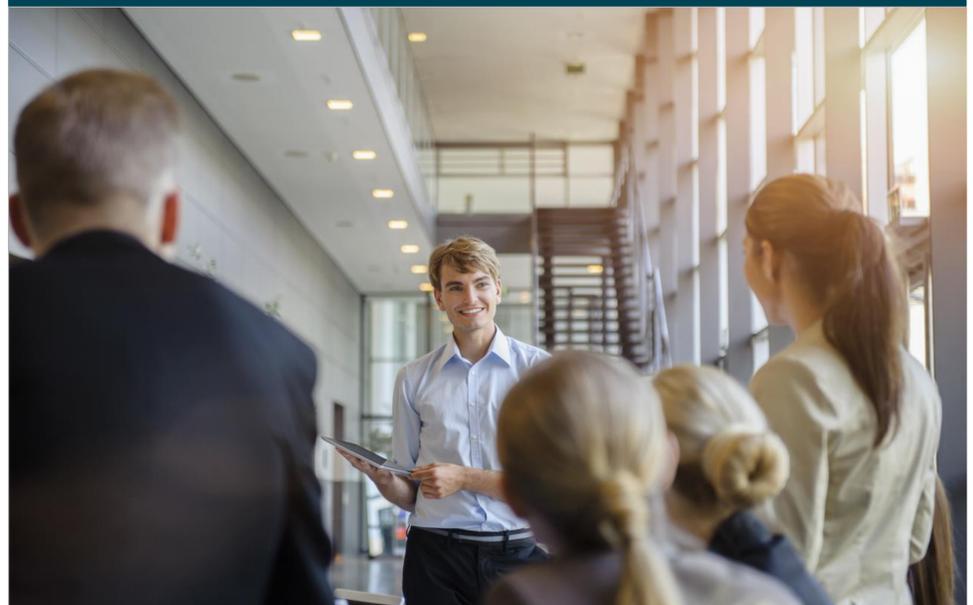
- » Focus on the importance of advantages using qualitative and quantitative data

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

