

THE EFFECTIVE DECISION

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Abstract: This is a complete list of articles I write and find some informations about decision making. The decision-making process regarded as a continuous process integrated in the interaction with the environment.

Decision-making is the study of identifying and choosing alternatives based on the values and preferences of the decision maker.

The paper is qualitative in nature and the researcher has made an extensive study of books and journals. In this paper importance, steps, styles and various variants of decision making have been discussed in an analytical manner

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Decision making refers to the process of evaluating alternatives and selecting a course of action based on the analysis of information, estimation of probabilities, and assigning values to anticipated outcomes. It involves making choices among different options and can be influenced by factors such as speed, accuracy, and uncertainty. Improvement in decision making can be achieved through the design of support systems, the use of decision tools, and appropriate training. In addition, the time to make an accurate decision is related to the amount of uncertainty in the decision. Naturally, the more uncertainty we have, the longer it takes us to search for the information, estimate probabilities of different alternatives, and attach values to outcomes. Possibilities to improve human decision making include:

- *Design or redesign support systems.* Designing the support system appropriately improves decision making and therefore performance. For example, if we eliminate the need to make manual mathematical calculations by the control room process operator and build that into the process control system, we enhance the speed and accuracy of the decision-making process and eliminate any possibility for human error due to miscalculation.

- *Decision tools.* Decision tools or aids can eliminate a number of the steps the operator has to take to reach a decision; for example, using an expert system to calculate and predict future outcomes based on a large database of previous events. For instance, if there is a continuous rise in temperature or pressure of a boiler, the expert system can predict what may happen, based on the data from previous events, and present the operator with specific decisions to make. The decisions may be to keep the process going or shut the system down. To arrive to such a decision without the aid of an expert system requires the operator to gather information from different displays and sources; consult procedures, supervisors, and coworkers; and so forth. This increases the mental workload and creates an environment for human error.

- *Training.* Training proves especially useful when a system is in an abnormal state. Abnormal situations do not happen frequently, but when they happen, operators may not be ready simply because they have not been regularly trained on such events. Therefore, placing a simulator of the process in the control room center provides the process operators with training, especially in abnormal states. This helps develop the process of decision making and action taking during both routine and abnormal situations.

Although there are many slight variations of the decision-making framework floating around on the Internet, in business textbooks, and in leadership presentations, professionals most commonly use these seven steps.

1. Identify the decision

To make a decision, you must first identify the problem you need to solve or the question you need to answer. Clearly define your decision. If you misidentify the problem to solve, or if the problem you've chosen is too broad, you'll knock the decision train off the track before it even leaves the station.

If you need to achieve a specific goal from your decision, make it measurable and timely.

2. Gather relevant information

Once you have identified your decision, it's time to gather the information relevant to that choice. Do an internal assessment, seeing where your organization has succeeded and failed in areas related to your decision. Also, seek information from external sources, including studies, market research, and, in some cases, evaluation from paid consultants.

Keep in mind, you can become bogged down by too much information and that might only complicate the process.

3. Identify the alternatives

With relevant information now at your fingertips, identify possible solutions to your problem. There is usually more than one option to consider when trying to meet a goal. For example, if your company is trying to gain more engagement on social media, your alternatives could include paid social advertisements, a change in your organic social media strategy, or a combination of the two.

4. Weigh the evidence

Once you have identified multiple alternatives, weigh the evidence for or against said alternatives. See what companies have done in the past to succeed in these areas, and take a good look at your organization's own wins and losses. Identify potential pitfalls for each of your alternatives, and weigh those against the possible rewards.

5. Choose among alternatives

Here is the part of the decision-making process where you actually make the decision. Hopefully, you've identified and clarified what decision needs to be made, gathered all relevant information, and developed and considered the potential paths to take. You should be prepared to choose.

6. Take action

Once you've made your decision, act on it! Develop a plan to make your decision tangible and achievable. Develop a project plan related to your decision, and then assign tasks to your team.

7. Review your decision

After a predetermined amount of time—which you defined in step one of the decision-making process—take an honest look back at your decision. Did you solve the problem? Did you answer the question? Did you meet your goals?

If so, take note of what worked for future reference. If not, learn from your mistakes as you begin the decision-making process again.

Using a step-by-step decision-making process can help you make more deliberate, thoughtful decisions by organizing relevant information and defining alternatives. This approach increases the chances that you will choose the most satisfying alternative possible.

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