



Choosing By Advantages: Sound Decisionmaking



One of the most important decisions you can make is to decide how you will make decisions.

- Your decision methods, as well as those used by everyone else in the world, must be sound and reliable to expect sound, reliable outcomes.
- The decision of each person about how to make decisions will strongly influence all the other decisions they will ever make.
- Human performance — including organizational performance — is a decisionmaking process.
- By improving the way they make decisions, the world's people will be able to make substantial improvements in both individual and organizational performance.
- This will improve the quality of our lives.

The Institute for Decision Innovations

in association with

BOLDT[™]
Technical Services

and



Save International
Wisconsin Chapter

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Appleton WI 54912-0419

SEMINAR ANNOUNCEMENT

Choosing By Advantages: Sound Decisionmaking

Prerequisites: None Required

Continuous Class: October 19–21, 2004
(8:00 am to 5:00 pm, daily)

Location: *Comfort Suites*
6362 S. 13th St.
Oak Creek, WI 53154

Hotel Reservations: 1-414-570-1111

Use "Boldt" as a code when making reservations to get \$69.00 rate plus taxes

Block of rooms will be held until 10/01/04

Who should attend:

The concepts and methods that are presented in this workshop are for individuals, groups, families, business and government organizations, and communities. **They are for everyone who participates in any way in the decisionmaking process.** They are essential for executives, contracting officers, architects, engineers, analysts, and other professional decisionmakers.

Registration Fee for 3-day class:
\$625 per person (excludes hotel and meals)

Send your name, address, phone, and email address with your check to:

Institute for Decision Innovations
c/o Boldt – John Koga, Pres. SAVE Intl - WI
PO Box 419
Appleton, WI 54912-0419

What is CBA?

Choosing By Advantages (CBA) is a decisionmaking system. The CBA system includes definitions, principles, models, and methods for very simple decisions, very complex decisions, and practically all types of decisions between very simple and very complex. The CBA system is based upon centuries of improvement in decisionmaking methodology. It is a major breakthrough in the art of decisionmaking.

The art of decisionmaking is a broad field of study—too broad to be studied all at the same time. Therefore, CBA organizes the art of decisionmaking into three overlapping areas:

Sound Decisionmaking (making decisions that are anchored to the relevant facts). This is where the CBA training process begins. ***All types of decisions call for sound methods.***

Congruent Decisionmaking (making sound decisions that have unity, harmony, and integrity; also, accomplishing your ***highest priority activities and projects on schedule.***)

Effective Decisionmaking (making sound, congruent decisions that are ***willingly accepted and implemented.***)

What Will You Learn?

Sound Decisionmaking, the topic of this workshop, is the foundation of the CBA system. By attending this workshop, you will learn a vital set of sound-decisionmaking definitions, principles, models, and methods. (The principles are central. The definitions and models explain the principles. The methods apply the principles.)

- You will learn how to make sound decisions.
- You will learn how to recognize and avoid critical mistakes, including the following: double-counting, omissions of key relevant facts, distortions of facts, distortions of viewpoints, and unanchored judgments.
- You will unlearn (learn to not use) a variety of unsound, conflict-causing methods, including the following: Choosing By Pros and Cons; Choosing By Advantages and Disadvantages; Choosing By Discussion Dynamics; and many primitive, instinctive, unsound methods.
- You will learn why all methods that assign numerical weights, ratings, or scores to such things as factors, criteria, attributes, goals, roles, objectives, categories, and so forth are unsound—and should never be used. (Whenever numerical weights need to be assigned, they must be assigned to advantages.)

By the end of the workshop, you will know ***why*** weights must be assigned only to advantages. You will also know ***how*** to assign them to advantages.

For more information:

Call the Institute for Decision Innovations
801-782-6168.

Go to: <http://www.DecisionInnovations.com>

Search the web for "Choosing By Advantages."

Email john.koga@boldt.com or
phone 920-225-6153