

# **A Step by Step Guide to Reducing Error in Dynamic Decision Making**

**- A Business Model**

C. Dominik Güss, PhD

Sarah Donovan

Julie Graham

University of North Florida

©C. Dominik Güss

# 1<sup>st</sup> Step to Making a Better Decision

---

## Goal Identification

- Are you addressing the right issue?



- Solving the wrong problem correctly is not solving the problem.

## 2<sup>nd</sup> Step to Making a Better Decision

Goal Identification



**Gathering and Evaluation  
of Information**

- **Explore!**
- **Make connections!**
- **Conceptualize the system as a whole.**

## 3<sup>rd</sup> Step to Making a Better Decision

Goal Identification



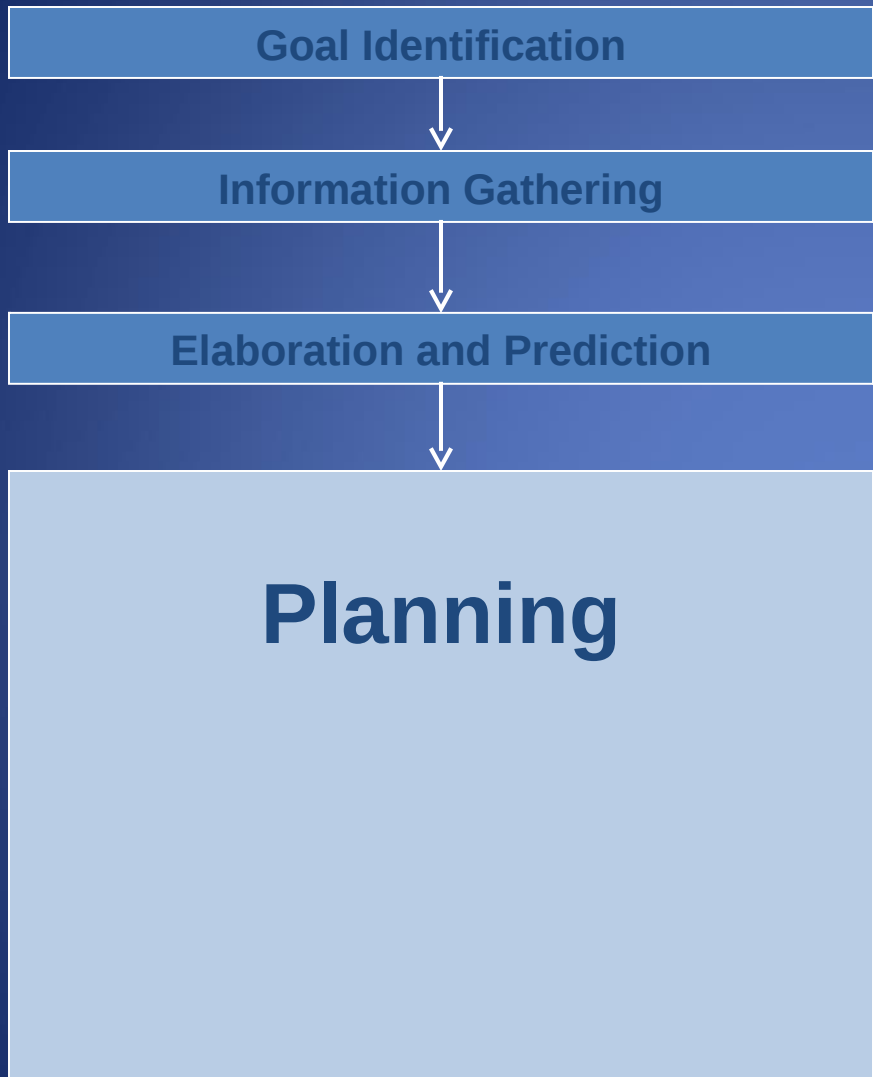
Information Gathering



**Elaboration & Prediction**

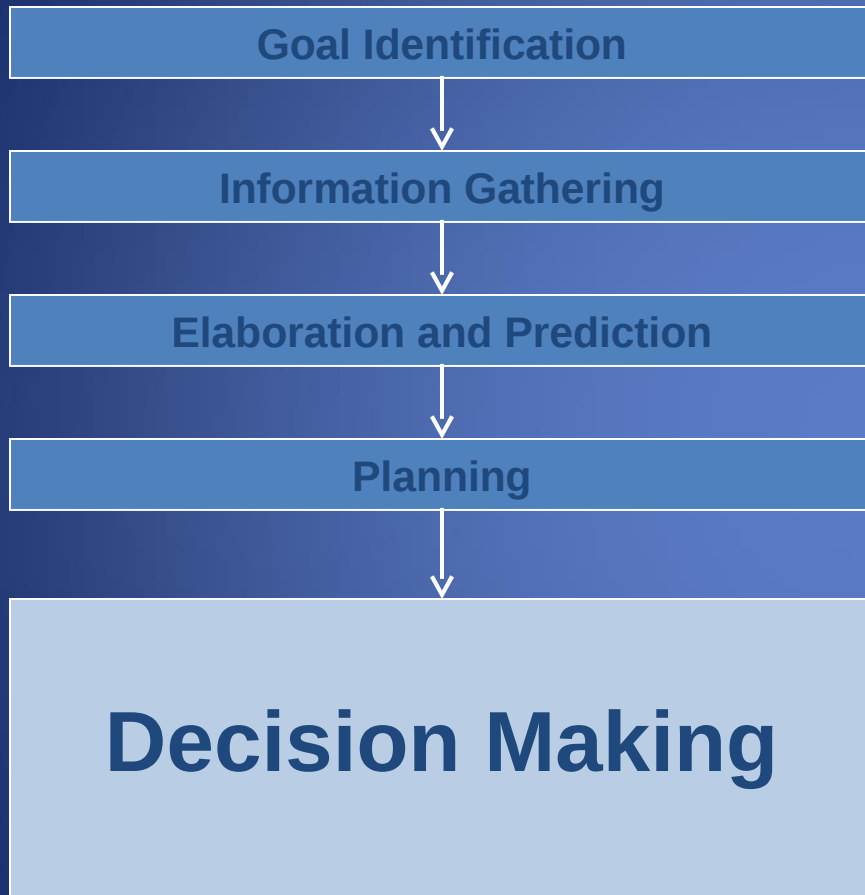
- **Discriminate between the relevance of information.**
- **Predict how the system works**
- **Develop expectations based on facts.**

## 4<sup>th</sup> Step to Making a Better Decision



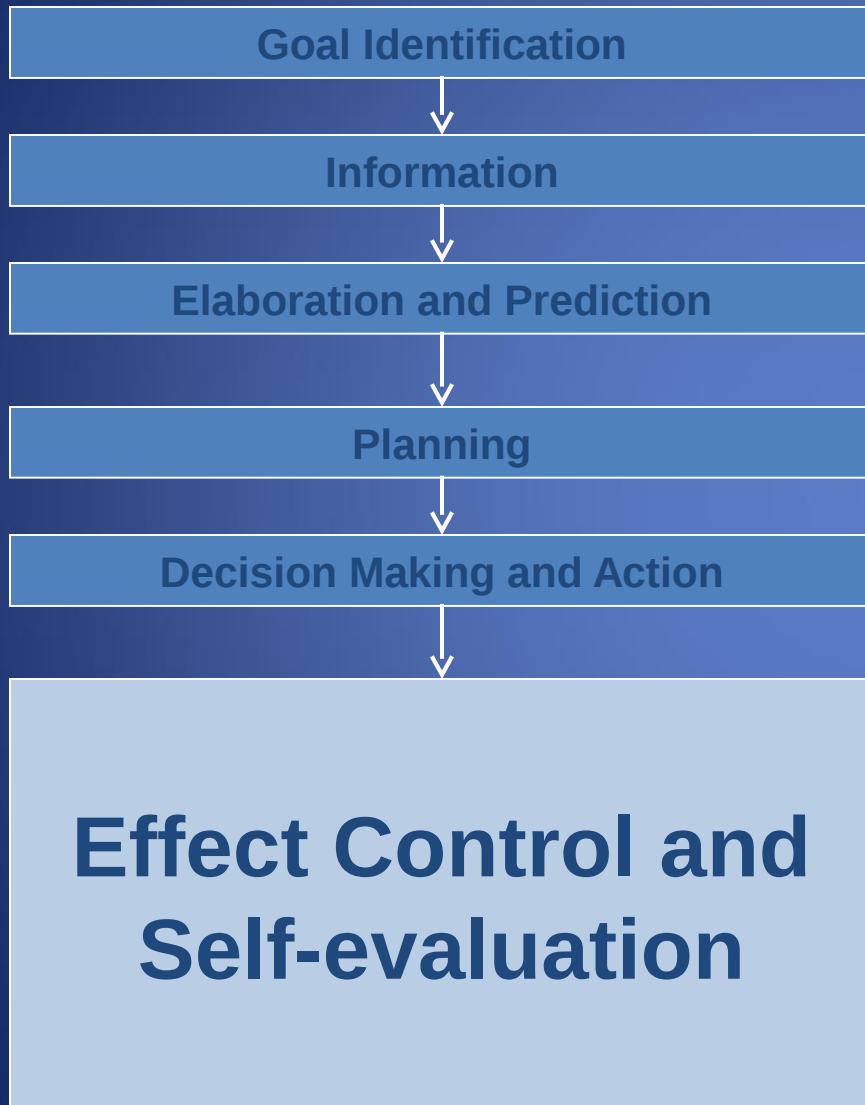
- No planning versus too much planning
- Adjust for positive and negative feedback
- Considering side- and long-term effects

## 5<sup>th</sup> Step: Make an informed Decision



- **Trust your judgment and follow through with your decision**
- **Be proactive, not merely reactive**

## 6<sup>th</sup> Step to Making a Better Decision



- What did I do well?
- What can I do better?
- How can I use the Decision Making steps?

# Summary: The Decision-Making Process

