

Unit #1 Decision Making / Lesson #4

Decision Making Methods

PURPOSE: The purpose of this lesson is to identify the five (5) decision making methods and how these impact the participant's decisions.

OBJECTIVE: Upon completion of this lesson, the participant will:

1. 100% of the time identify the five (5) methods of decision making as:
 - A. Habit
 - B. Imitation
 - C. Impulse
 - D. Default
 - E. Strategy

2. 100% of the time consider five (5) decisions made today and the method or methods, which were use in making these decision.

PROCEDURE:

1. Read and consider the following:
 - A. There are five methods of decision making control, which are:
 - 1) **Habit** - You make decisions to do things like you always have done them.
 - 2) **Impulse** - You get some sudden explainable urge to decide to do something
 - 3) **Imitation** - You do it because everybody else does it or does it that way.
 - 4) **Default** - You decide to do nothing (*It is still a decision*)
 - 5) **Strategy** - You follow a very strategic, informed and methodical process of decision making and problem solving

 - B. Further Description and Examples:
 - 1) **Habit** - You follow the same decisions and practices you have traditionally done, because they have been successful, or because this is what you've always done, even if it hasn't been successful and in fact you not only know it doesn't work, but that it is known to be harmful each time you do it. It has been said that doing the same thing over and over and expecting different results is a form of insanity. (*Albert Einstein*) Still, the decision making method (*good or bad*) is habit. People acquire habits and make decisions (choices), based upon a habit method, because the outcomes of this method of decision is predictable and therefore comforting...*and change can be stressful*

 - 2) **Impulse** - You see something on TV, in a magazine or in a store and you quickly get out your cash, credit card, debit card or checkbook and buy one, even if you can't afford it and really don't even need it. Some impulse decisions are based on biological drives; however, deciding to get ice cream isn't one of them...*on a hot summer day, another method may be the more motivating.*

3) **Imitation** – Remember when your Momma said words to the effect of “*If Harry Taylor jumped off of a cliff and if 100 hogs ran over a hillside, would you do things this stupid, just because somebody else or a crowd does it?*” Enough said? If so, then why do we buy products, adopt styles, adopt behaviors, do things and we believe things, even if we know they aren’t for us, but everybody else does it, so we must also.

4) **Default** - You decide it is too much work and you already know every reason why the idea won't work, so you decide to do nothing.

5) **Strategy** - You follow a process of defining the problem, who has the problem, gather information, look at all of the alternatives, predict all of the outcomes (positive & negative), you examine the risk, you make a plan and you get up off of your fanny and act on that decision, when the time comes to do so.

As with decision making limits, you can employ more than one of the five (5) decision making methods at the same time, however, one method will always prove to be the predominant method.

C. Examples of Multiple Decision Making Methods Used at the Same Time

1) Joe knows he needs to make more money and to be able to do this, he will need a better job or a job; which will require Joe to get either some form of training, additional training, learn a new skill, or to go to a community college or elsewhere to get more education. But Joe has been thinking about this for a while and even after all of this time, Joe hasn’t not looked into what schools and funding for school he may qualify. So Joe decides he is just going to stay where he is, hang with his friends and goes out to to the bar to meet them for a beer.

*Here in this example, our poor buddy Joe has and continues to use **default** as the primary decision making method used, but this has now also become a **habit** method of decision making for Joe.*

2. Complete the following exercises:

A. Think of five (5) decisions you made today and the method or methods you used to make those decisions.

1) **Decision #1:** _____

The primary decision making method of your decision is _____

Are there other decision making methods involved, if so identify?

2). **Decision #2:** _____

The primary decision making method of your decision is _____

Are there other decision making methods involved, if so identify?

3) **Decision #3:** _____

The primary decision making method of your decision is _____

Are there other decision making methods involved, if so identify?

4) **Decision #4:** _____

The primary decision making method of your decision is _____

Are there other decision making methods involved, if so identify?

5) **Decision #5:** _____

The primary decision making method of your decision is _____

Are there other decision making methods involved, if so identify?

B. Is there a new or better defined decision you have identified you have found you need to make today or in the near future? If so, what is it?

New Decision: _____

The primary decision making method of your decision is _____

Are there other decision making methods involved, if so identify?