

Creative and Scientific Thinking

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CRE252
Information Technology Department

Lecture 9



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Learning Objectives:

- Decision making
- Decision making steps
- Types of decisions
- Techniques for decision making

Decision Making

WHY DO WE NEED TO MAKE GOOD DECISIONS?

- ❑ To achieve your goals.
- ❑ To avoid mistakes.

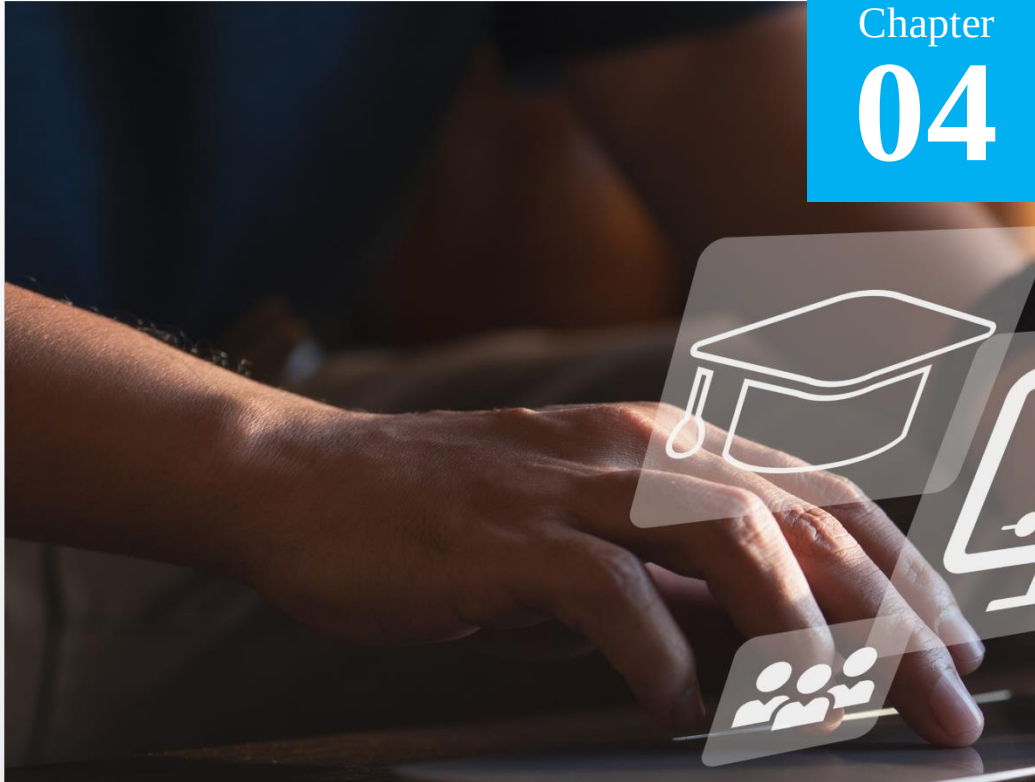


“No one makes the right decision every time. But by developing your decision-making skills, you can **increase your success rate!**”

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Decision Making Definition



Decision Making Definition

- Is a task you perform when there are different things you can do and you pick one of them.



Decision Making Steps:

- Some decisions are easy like what to eat in breakfast??? what to wear?
- Some decisions are difficult like _choosing a career, changing a job
- In every situation you have to search for....How to make right decisions??

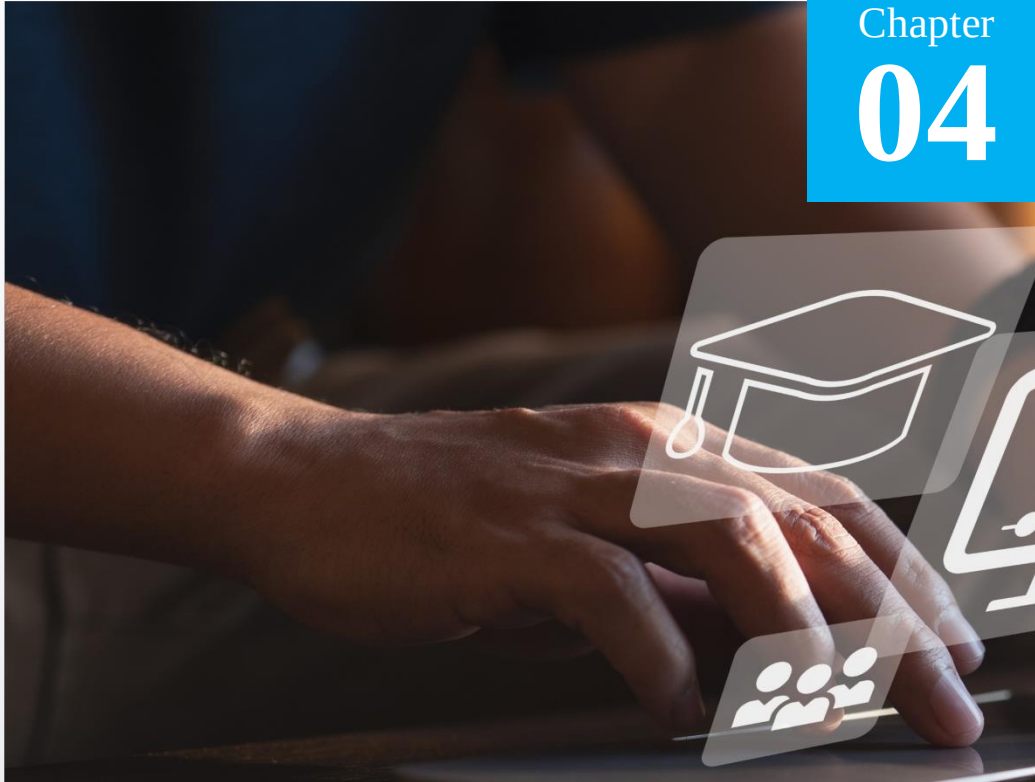
Decision Making Steps:

- **Example:**
- Ronnie wants a new phone. Unfortunately, the one she wants costs 1500, and she has only 1000. She wonders she will get the rest of money?

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Decision Making Steps



Decision Making Steps:

1. Relax
2. Say something positive
3. Identify the problem
4. What are the choices

Decision Making Steps:

5. Consider the consequences of your solutions
6. What is important
7. Make the decision

Decision Making Steps:

Step 1: Relax

Step 2: Say something positive

- I Can do this
- I Can deal with this

This gives you confidence and makes you feel good about yourself.

Decision Making Steps:

3. Identify the problem

Try to search out actual problem



Ronnie does not have enough money to buy the phone.

Decision Making Steps:

Step 4: What are your choices ????

- Think of all the possible solutions
- Come up with list of possible solutions
 - Save her money until she has enough money
 - Borrow money from her parents or friends
 - Buy a cheaper phone



Decision Making Steps:

Step 5: Consider the consequences of your solutions

- List both the negative and positive consequences
 - Assess the positive aspects of each proposed solution
 - Assess the negative aspects of each proposed solution



Decision Making Steps:

5. Consider the consequences of your solutions:



Save her money until she has enough money	
-VE	+VE
She has to wait	She will be proud after her accomplishments; she will get the phone she really wants

Decision Making Steps:

Step 6: What is important to you ????

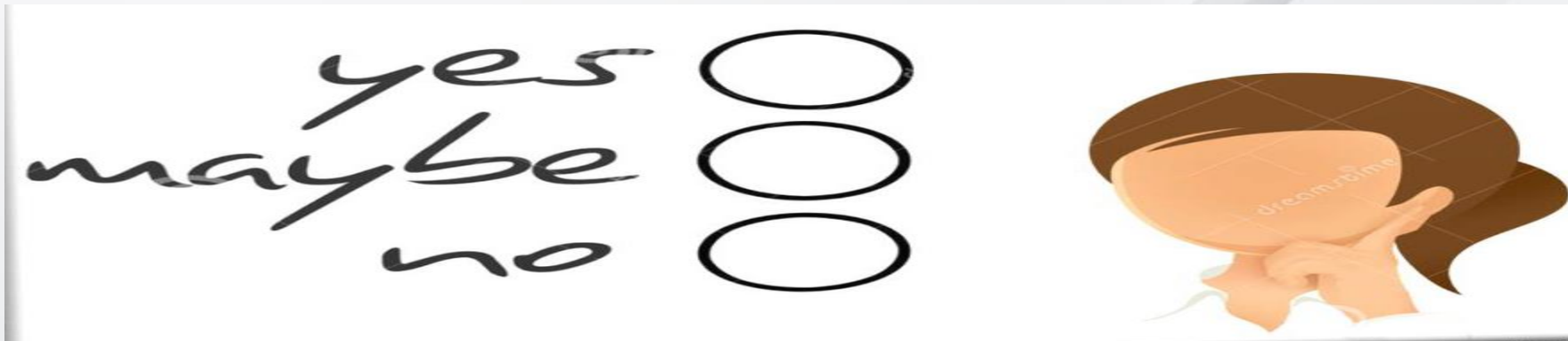
- Getting the phone she really wants??
- Getting the phone right away?
- Not borrowing money

choose what is important



Decision Making Steps:

Step 7: Make the decision

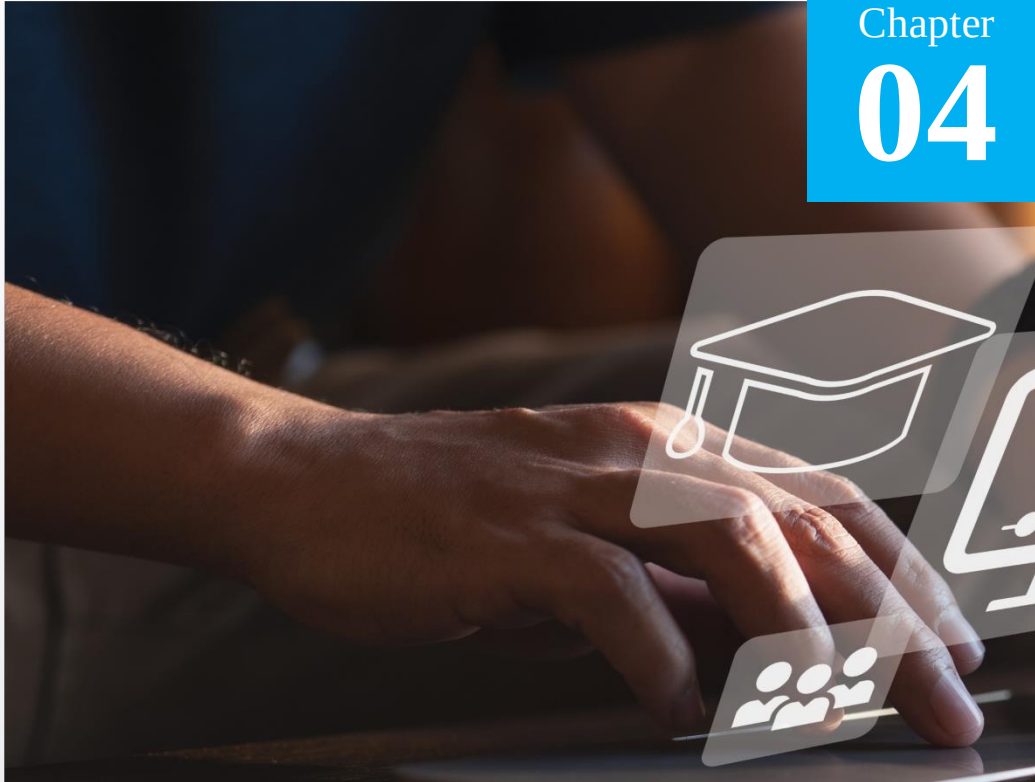


Ronnie decided to wait in order to save some more money for phone

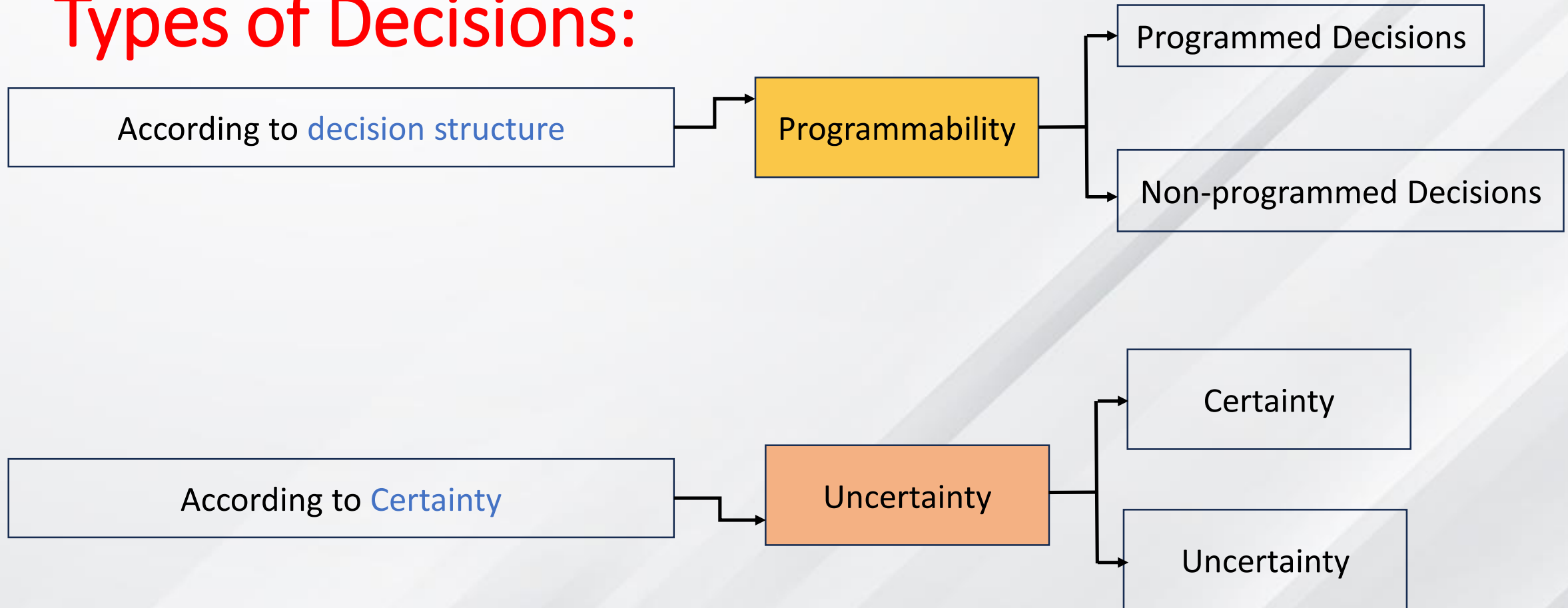
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Types of decisions



Types of Decisions:



Types of Decisions: Programmed:

Programmed decisions:

- Are highly routine decisions
- Deals with frequently occurring situations.

Types of Decisions: Programmed:

Example:

- Monthly salary payment, absence of employees.

Types of Decisions: Non-Programmed:

Non-Programmed decisions:

- Decisions about a novel problem.
- Situations for Non-programmed decisions are unique

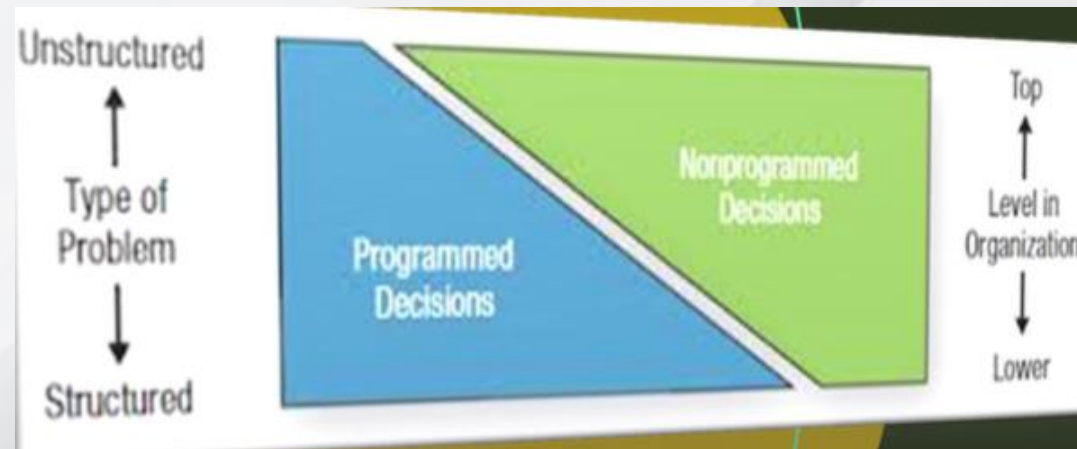
Types of Decisions: Non-Programmed:

Non-Programmed decisions:

- Example:
- Opening a new branch for the company, decrease sales

Organization level according to decision type

- Top level managers are responsible for Non- programmed decisions
- Low level managers are responsible for programmed decisions



Decisions' type according to Certainty:

- Different views of types
- Certain decisions (eg. Salary calculation)
- Uncertain decisions (eg. Climate change)



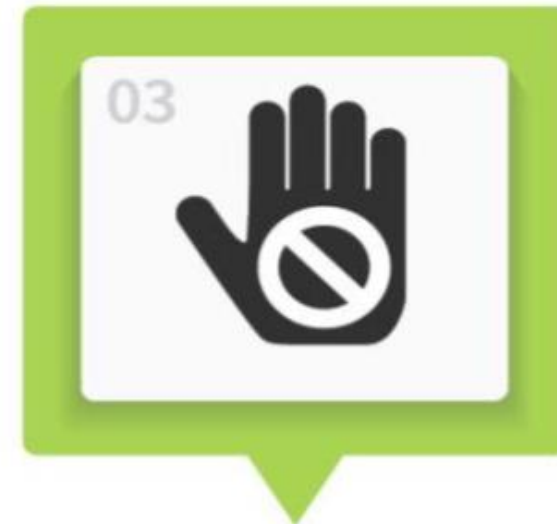
Three Things Every Executive Should Know About Risk



Properly taking risk into account in decision-making is a straight forward matter.



Using a high hurdle rate is a bad way to adjust for risk.

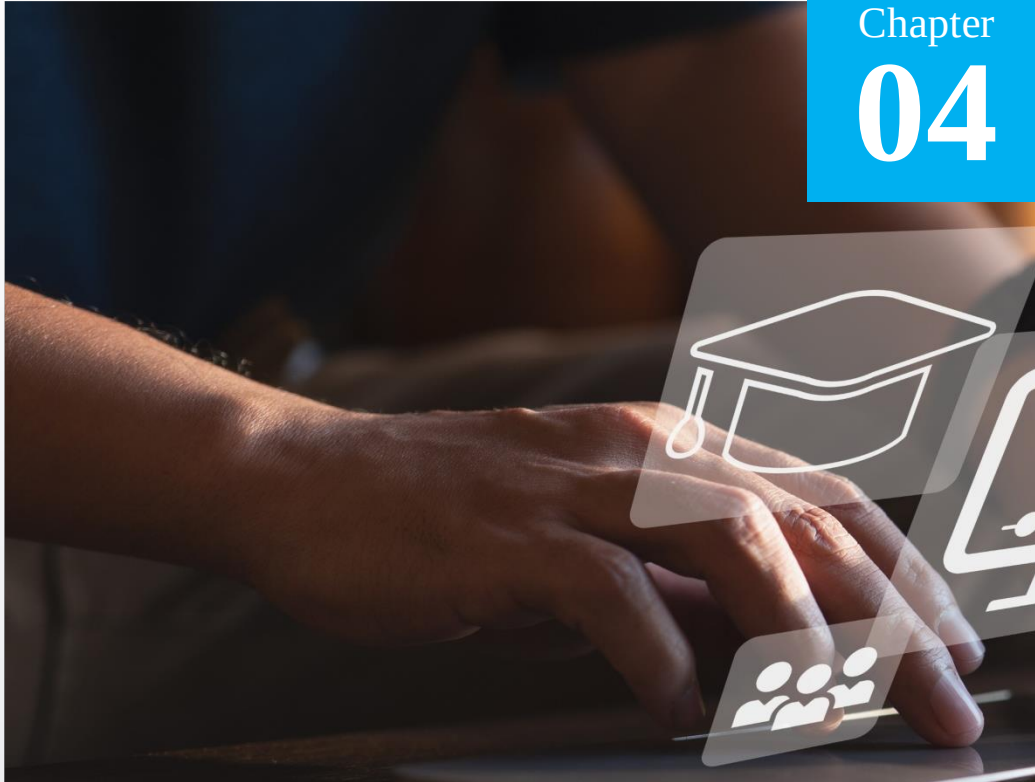


Most large corporations destroy value by setting their risk appetite too low.

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Techniques for decision making



Techniques for decision making:

- Brainstorming
- 6 Hats To Thinking

Using Brainstorming Technique for decision Making:

- Nowadays, brainstorming is critical for the growth of creative business ideas.

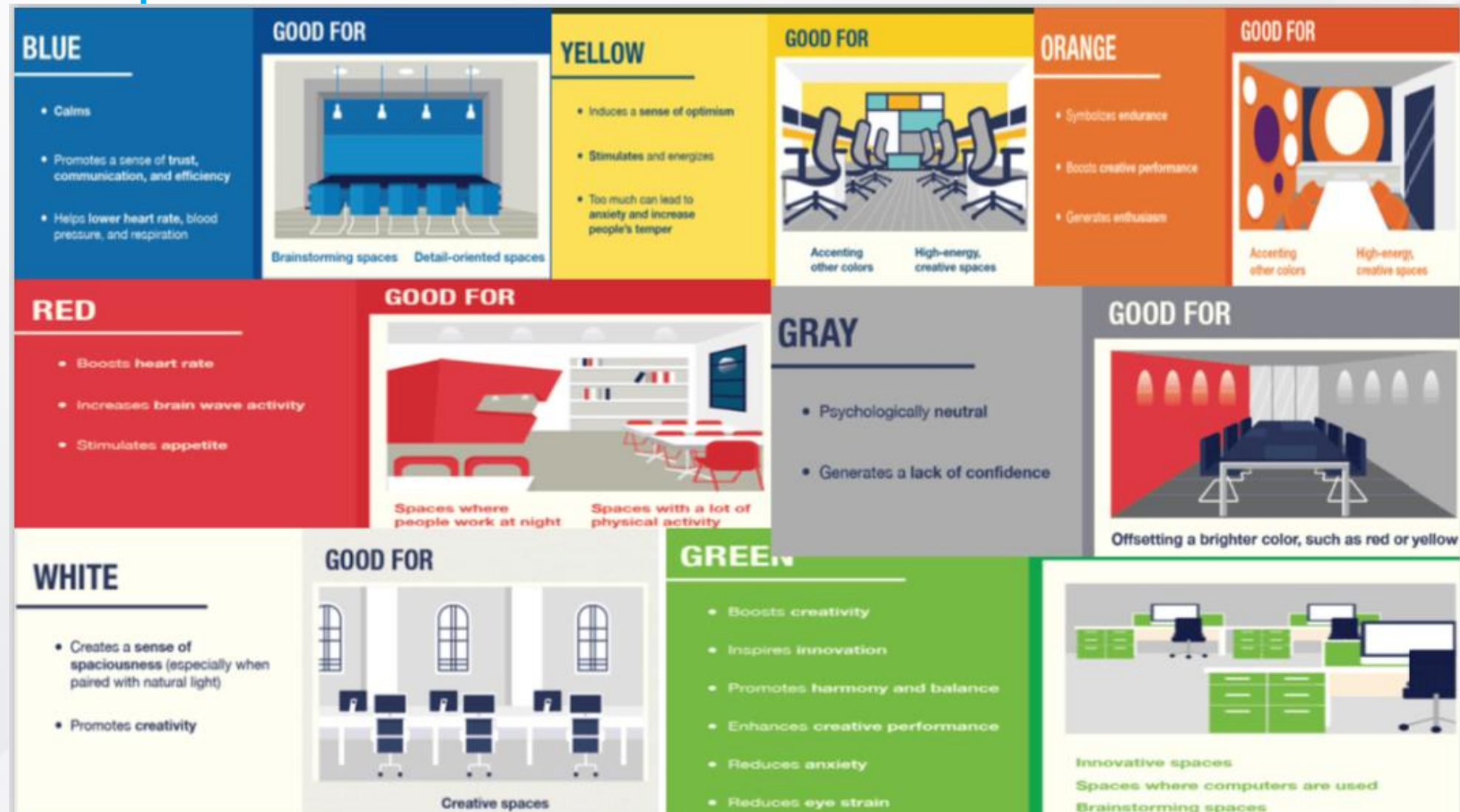
Using Brainstorming Technique for decision Making:

- It is a technique of using ideas from a group of people to give ongoing encouragement to that group to generate more fresh ideas.



Points to keep in mind while planning the brain storming session

- 1 Use An Inspiring Space
Fill the brainstorming with interesting & motivational posters and enables the space to be organized in around table format.
- 2 Focus On Quantity
Brainstorming session aims to generate as many ideas as possible
- 3 Have The Right People
 - Staff members who are not too close to the problem
 - Someone must represent the client, who is well versed with the client's desires
- 4 Eradicate Negative Thinking
Eliminate negative responses such as: We tried and failed since this type of comments stops creativity.
- 5 Keep Time Limit in Mind
If the session is stretched to more than 30 minutes it may not be as effective as it needs to be
- 6 Equal Importance
Use someone other than the boss. The one who can help the session going as nothing kills a brainstorming session than an authority figure.



Brain storming Session

- ❑ Group brainstorming about “how to help student concentrate in lectures?”

Determine

- What is the place and the invite list of your session
- How would you ask the participants to get ready before the session
- How would you make the session a fun and relaxing environment

Exercise:

- Do a brain storming session about one of the following topics:
 - How can we make learning more fun
 - How to stop students from skipping classes
 - How to help student get higher grades

Guide lines

- Use hats to focus the thinking ... one at a time
- Don't have to use all the hats
- Can use some hats more than once
- No debates or arguments ... brainstorm

Guide lines

- Begin with blue
- End with blue
- Keep red brief
- Keep time (3-4 minutes per hat)



Thank You