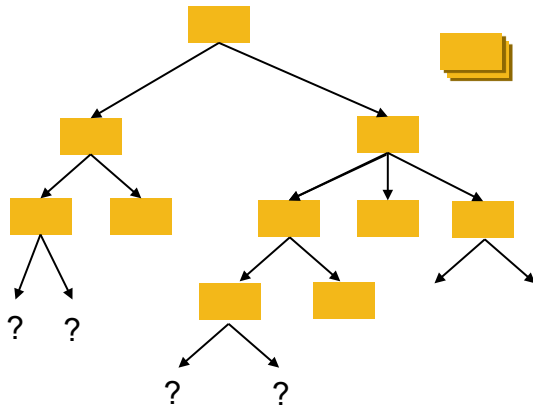


1. Clarification of Goals/Values

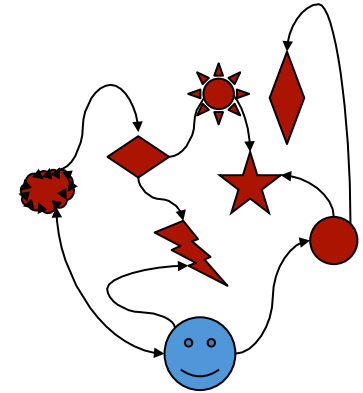


Developing a well-structured value set:

- fundamental or instrumental
- complete
- meaningful
- non-redundant
- independent
- objective/quantifiable
- relevant

2. Search for Alternatives

- Goal/value-directed search for solutions
- Expanding the problem space
- Divergent thinking techniques, e.g.,
 - Stimulus variation
 - Imagery
 - Force-fit techniques
- SWOT analyses



Creativity
 Awareness
 Rationality
 Balanced Judgment

3. Evaluation of Options – Decision Tables

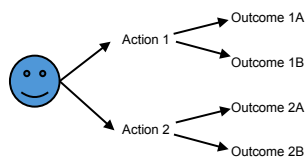
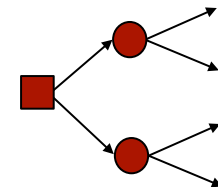
	Value A	Value B
Option 1		
Option 2		

- Fact tables
- Systematic search for information
- Rated/weighted tables
- Cost-benefit analyses
- Resource allocation

4. Risks/Uncertainties

5. Implementation

- Sensitivity Analyses
- Probability trees
- Risk-proofing of options
- Action Plans



		Value 1	Value 2	Value 3	Value 4	Value 5	Total Score per Outcome (Sum of Weighted Values)	Expected Value per Action
<i>probabilities</i>	<i>weights</i>	0.2	0.4	0.1	0.2	0.1	1	
	raw ratings	2	3	5	4	8		
0.5		0.4	1.2	0.5	0.8	0.8	3.7	3.85
0.5	raw ratings	1	6	1	2	9	4	
	raw ratings	6	5	10	2	8		
0.9		1.2	2	1	0.4	0.8	5.4	5.11
0.1	raw ratings	1	3	7	1	2	2.5	
		0.2	1.2	0.7	0.2	0.2	2.5	