# **Decision Making**



By:

Dr: Aliaa Ezz Eldin

**Lecturer of Nursing Administration** 

**Helwan University** 

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# **Outlines:**

- > Introduction
- > Definition of Decision
- > Definition of Decision making:
- > Factors affecting decision making
- Decision Making Process
- Decision Making Styles
- ➤ Advantages of Decision Making
- ➤ Disadvantages of Decision Making
- > Obstacles of Decision Making

## Introduction

Decision making can be regarded as the mental processes resulting in the selection of a course of action among several alternatives. Every decision making process produces a final choice. The output can be an action or an opinion of choice.

#### **Definition of Decision**

A choice from two or more alternatives.



# **Definition of Decision making:**

Decision making is the process of making a choice between a numbers of options and committing to a future course of actions".

The process of examining your possibilities and options, comparing them, and

choosing a course of action.



# **Factors affecting decision making**

There are numerous factors affecting individuals and groups in the decision making process. The perception of the problem can be influenced by External and Internal factors:

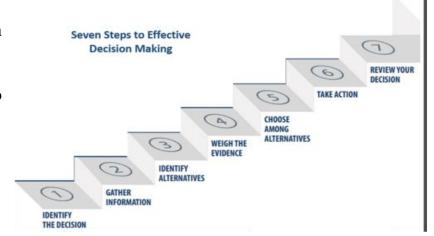
- **External factors** includes environmental conditions, and time
- Internal factors includes decision maker's physical and emotional state; personal characteristics; culture, social, and philosophical background; past experiences; interests, knowledge, and attitudes.



> Personality factors such as self-esteem, and self-confidence affect whether one is willing to take risk in solving problems or making decisions.

## **Decision Making Process**

- 1. Identification of problem
- Identification of decisionCriteria
- 3. Allocating weight to criteria
- 4. Develop alternatives
- 5. Analysis of Alternatives
- 6. Selection of alternatives



- 7. Implementation of the best alternatives
- 8. Evaluation of decision effectiveness

# **Decision Making Styles**

## **Directive Style:**

- ➤ People using the directive style have no tolerance for ambiguity and are rational in their way of thinking.
- > They are efficient and logical.
- ➤ Directive types make fast decision and focus on the short run.
- Their efficiency and speed in making decisions often result in their making decisions with minimal information and assessing few alternatives.



- ➤ Decision maker with an analytical style have much greater tolerance for ambiguity than do directive styles.
- ➤ They want more information before making a decision and consider more alternatives than a directive style decision maker does.
- ➤ Analytic decision maker are best characterized as careful decision makers with the ability to adapt or cope with unique situations.





#### **Conceptual Style:**

- ➤ Individuals with a conceptual style tend to be very broad in their outlook and will look at many alternatives.
- They focus on the long run and are very good at finding creative solutions to problems.
- ➤ Adapt or cope with unique situations.



#### **Behavioral Style:**

- ➤ Decision makers with a behavioral style work well with others.
- ➤ They are concerned about the achievement of subordinates and are receptive to suggestions from others.
- ➤ They often use meetings to communicate, although they try to avoid conflict.
- Acceptance by others is important to this decision making style.

## **Advantages of Decision Making**

- ➤ Gives More Information
- ➤ Increase People's Participation
- ➤ Provide More Alternatives
- ➤ Improves the Degree of Acceptance and Commitment
- > Improves the Quality of Decision
- ➤ Helps in Strengthening the Organization
- ➤ Smart Risk-Taking Opportunity



# **Disadvantages of Decision Making**

- > Time consuming
- ➤ Receive Irrelevant Opinions and Ideas
- ➤ People Refuse to Share their Perspectives
- ➤ Different Priority of individuals
- ➤ The Final Choice can go Against the Outcomes of an Organization
- ➤ Groups Reduce the Amount of Accountability
- ➤ It Can Result in an Overuse of Authority

# **Obstacles of Decision Making**

- ➤ Level of Decision Making Not Clear
- ➤ Lack of Time
- Lack of reliable data
- ➤ Risk-Taking Ability
- ➤ Too Many Options
- > Inadequate Support
- ➤ Lack of Resources
- ➤ Inability to Change

