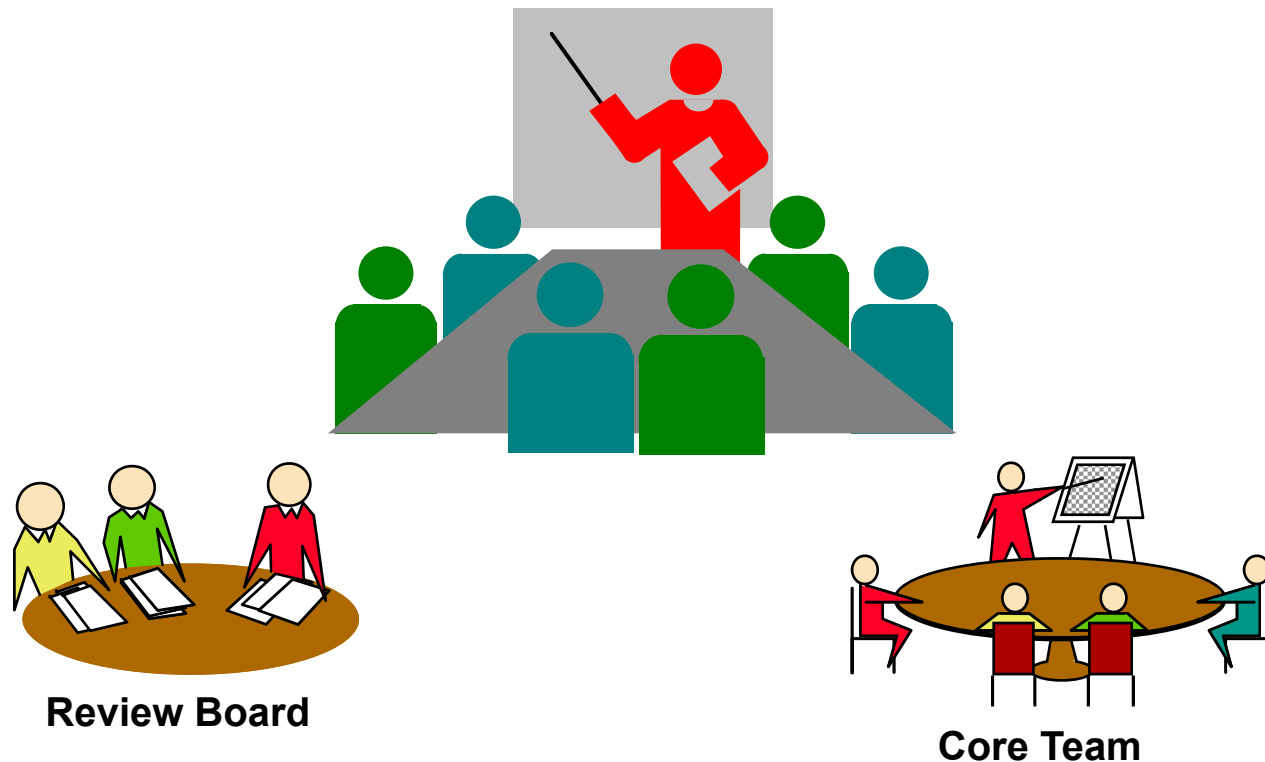


The Who, What, Where, When, Why, and How of Client Decision Education at General Motors

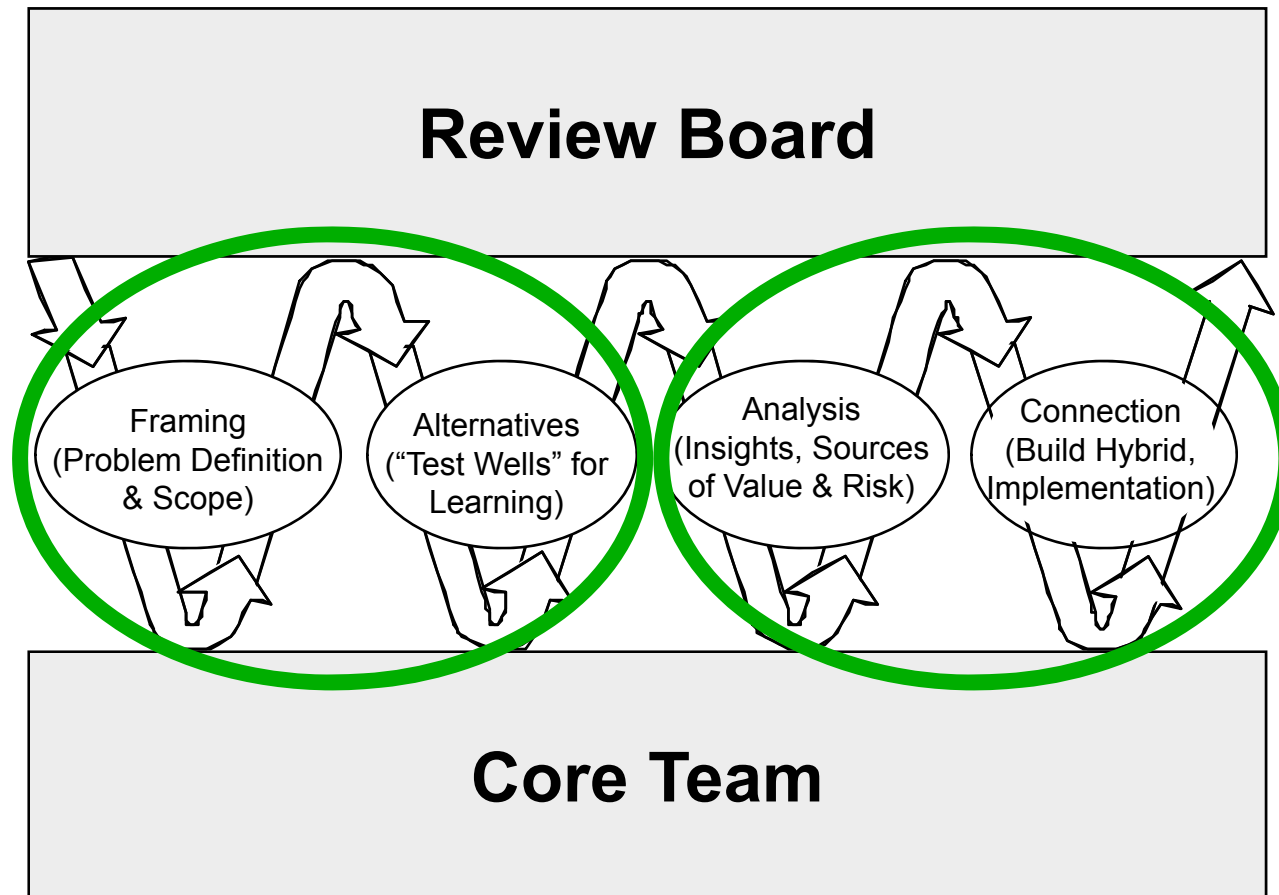
Presented at
The Decision Analysis Affinity Group Meeting
April 1-3, 1998
San Francisco, California

Who: General Motors encourages both core teams and review boards to attend a 4-hour class that describes the GM decision process. The core teams are encouraged to attend a second 4-hour class that expands and reinforces the first class.



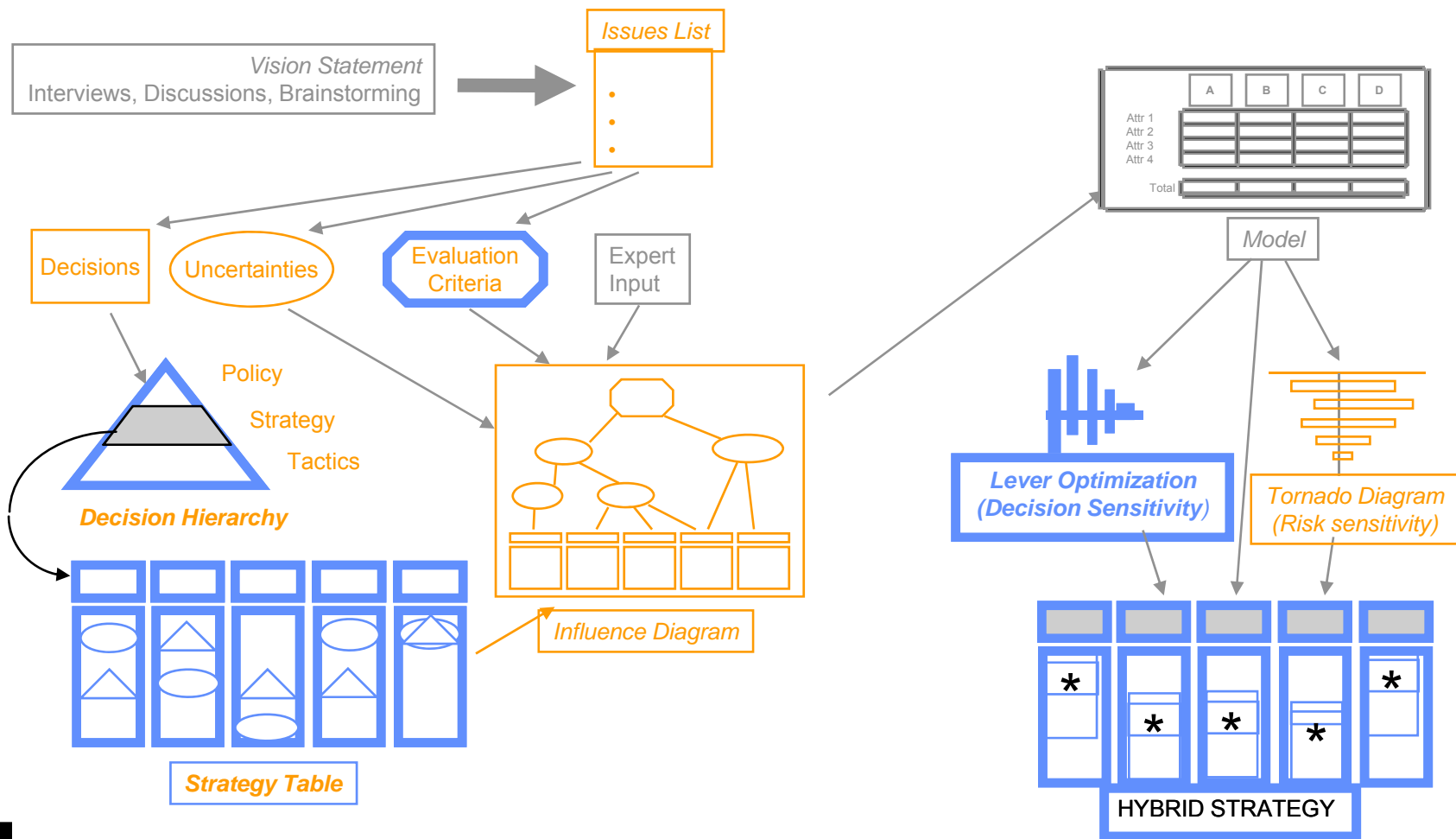
What: DDP uses a structured dialogue between the Review Board (decision makers) and the Core Team to ensure decision quality.

- Decision Makers
- Problem Owners

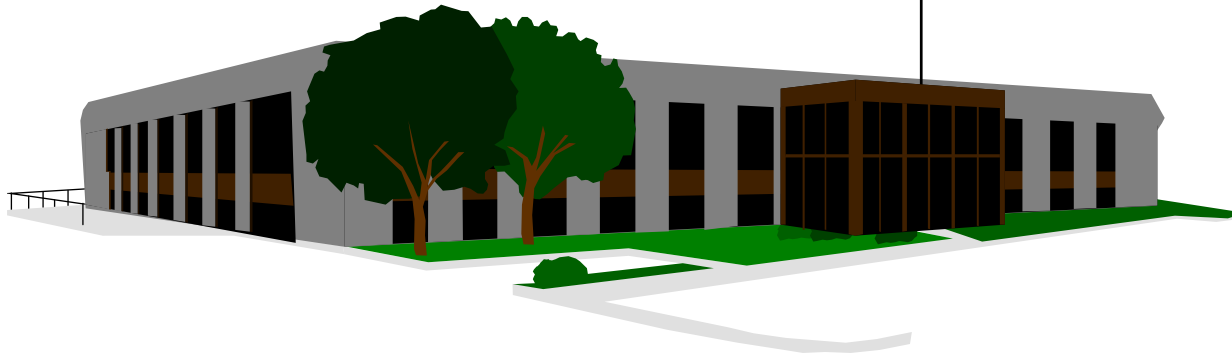
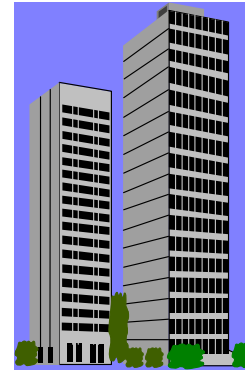
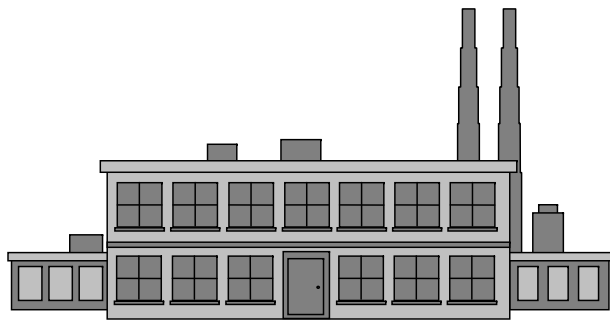


- Help Decision Makers
- Analysis
- Expertise

What: The decision education classes, *Class 1* and *Class 2*, each provide an overview of all the elements of the decision process.



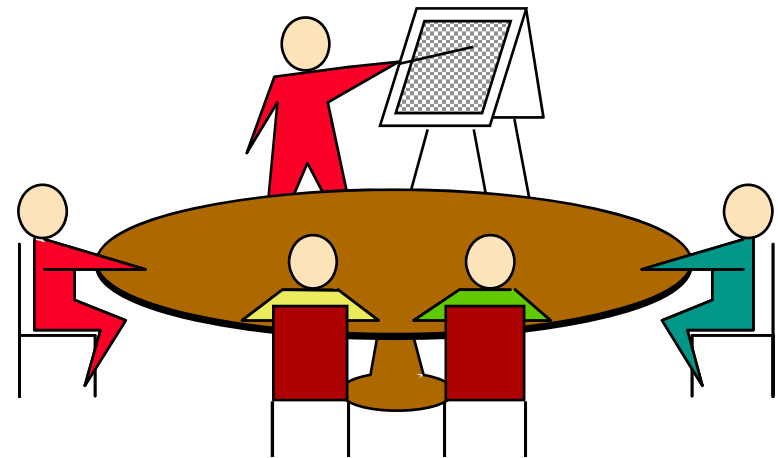
Where: The decision education class is usually taught on the client's premises.



When: The first decision education class is most useful when given in the morning of a full day kick-off meeting.



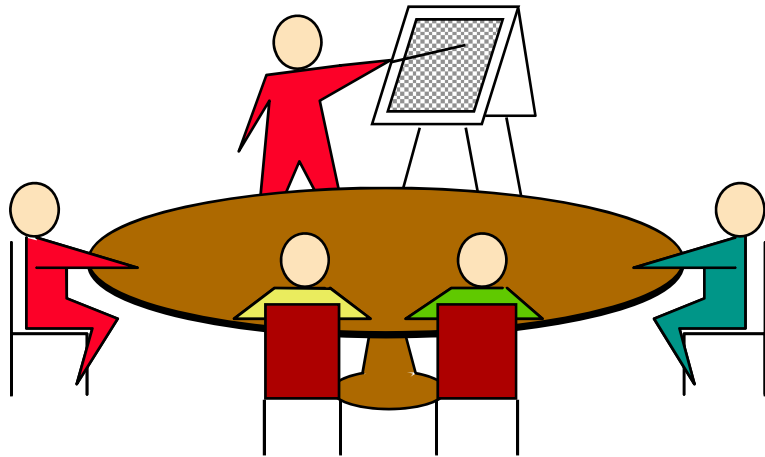
Morning Class



Core Team

Afternoon Framing

When: The second decision education class is most useful when given shortly after the core team has begun to frame their problem.



Core Team

Framing Meeting



Second Class

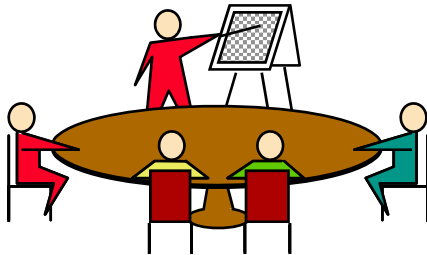
Why: Decision education improves decision quality.



How: Motivated participants, they have a problem to solve, are given traditional instruction reinforced with a hands-on case study.



Review Board



Core Team



Key Success Factors that lead to attendance, coherent understanding, and productive participation.

- ☐ 4-hour modules so people attend**
- ☐ Easy to do**
- ☐ Delivered on demand**
- ☐ Covers the entire process**