



# The Raiffa-Howard Award

## FOR ORGANIZATIONAL DECISION QUALITY



### China Mobile Wins the Raiffa-Howard Award for Organizational Decision Quality

San Francisco, Calif. – April 5, 2019 – The Society of Decision Professionals (SDP) is pleased to announce that China Mobile (CHL) has been awarded the Raiffa-Howard Award for Organizational Decision Quality.

The Raiffa-Howard Award was established by the SDP to recognize consistent and sustained excellence in decision making throughout an organization.

After an extensive review of the evidence, China Mobile was selected for the award in light of the pervasive, comprehensive, and sustained application of Decision Quality (DQ) principles and methods at the company. The use of DQ to inform both strategy formulation and strategy execution was evident not only in China Mobile's corporate headquarters but throughout its many provincial operating companies and vertical subsidiaries.

The Raiffa-Howard Award for Organizational Decision Quality was formally presented to China Mobile representatives on March 8th in a special ceremony held during SDP's DAAG (Decision Analysis Affinity Group) annual conference in Denver, Colorado. There to receive the award on behalf of China Mobile was Dr. Wang Hongmei, General Manager of the Department of Development Strategy and Director of the Reform Office at China Mobile. In celebration of the company's momentous achievement, China Mobile produced a short video which is available at the following link: <https://youtu.be/kauRoyRz4EQ>

With this award – the first time the award has been bestowed on a Chinese company – China Mobile joins past winners such as Chevron, Pfizer and Lilly in achieving the highest level of excellence in the art and science of decision making.

On behalf of the Board of Directors of the Society of Decision Professionals as well as the Raiffa-Howard Award Board of Examiners, we extend our congratulations to China Mobile on its remarkable accomplishment.

Sincerely  
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 Society of Decision Professionals  
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**About The Discipline of Decision Analysis:** Decision analysis emerged as a distinct academic field in 1964, building on developments in statistical decision theory and game theory by Raiffa and dynamic probabilistic systems by Howard. In that year, Raiffa began teaching the first university course in decision analysis within the Economics Department at Harvard and began preparing material for his 1968 book, *Decision Analysis*. Also in 1964, but independently, Howard conducted the first professional application of the field he called “decision analysis,” which he described in his 1966 paper, “Decision Analysis: Applied Decision Theory.” Since then, major corporations have adopted decision analysis to improve multibillion dollar capital decisions.

Nominations and applications to receive the RH Awards are accepted throughout the year. A self-assessment tool is available at <https://www.decisionprofessionals.com/rh-award>

**About SDP:** The Society of Decision Professionals (SDP) supports decision professionals to become the trusted advisors of choice for decision makers facing important and complex decisions. The Society fosters collaboration, continual learning, and networking amongst its members and other professional societies and organizations so that as a growing community we can bring clarity and insight to decision-makers.