

Convince or Persuade?

convince

tr. v., -vinced, -vinc-ing, -vinc-es.

1. To bring by the use of argument or evidence to firm belief or a course of action. See synonyms at [persuade](#).
2. *Obsolete*. To prove to be wrong or guilty.
3. *Obsolete*. To conquer; overpower.

[Latin *convincere*, to prove wrong : com-, intensive pref.; see [com-](#) + *vincere*, to conquer.]

USAGE NOTE According to a traditional rule, one *persuades* someone to act but *convinces* someone of the truth of a statement or proposition: *By convincing me that no good could come of staying, he persuaded me to leave*. If the distinction is accepted, then *convince* should not be used with an infinitive: *He persuaded (not convinced) me to go*. ... it seems likely that advocates of the traditional rule governing *persuade* and *convince* will find fewer and fewer allies in their camp

Convince or Persuade?

- I prefer to make the almost lost distinction
- However, I believe people convince themselves
- As a decision analyst, my job is to provide them with an argument that will allow them to convince themselves
- It is not my job to persuade them to act once they are convinced
- Decision analysts do not make decisions; they help those who do

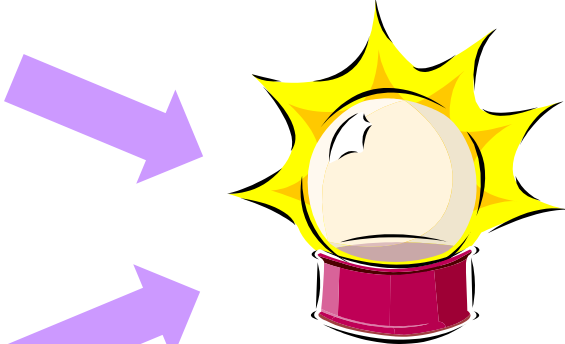
Decisions Shape the Future



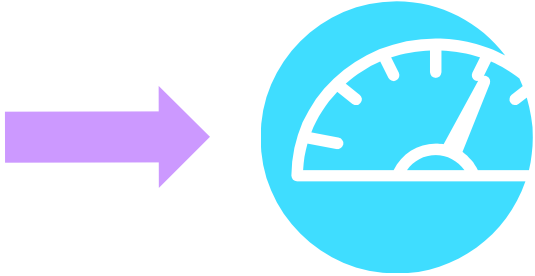
ACTIONS



UNCERTAINTY

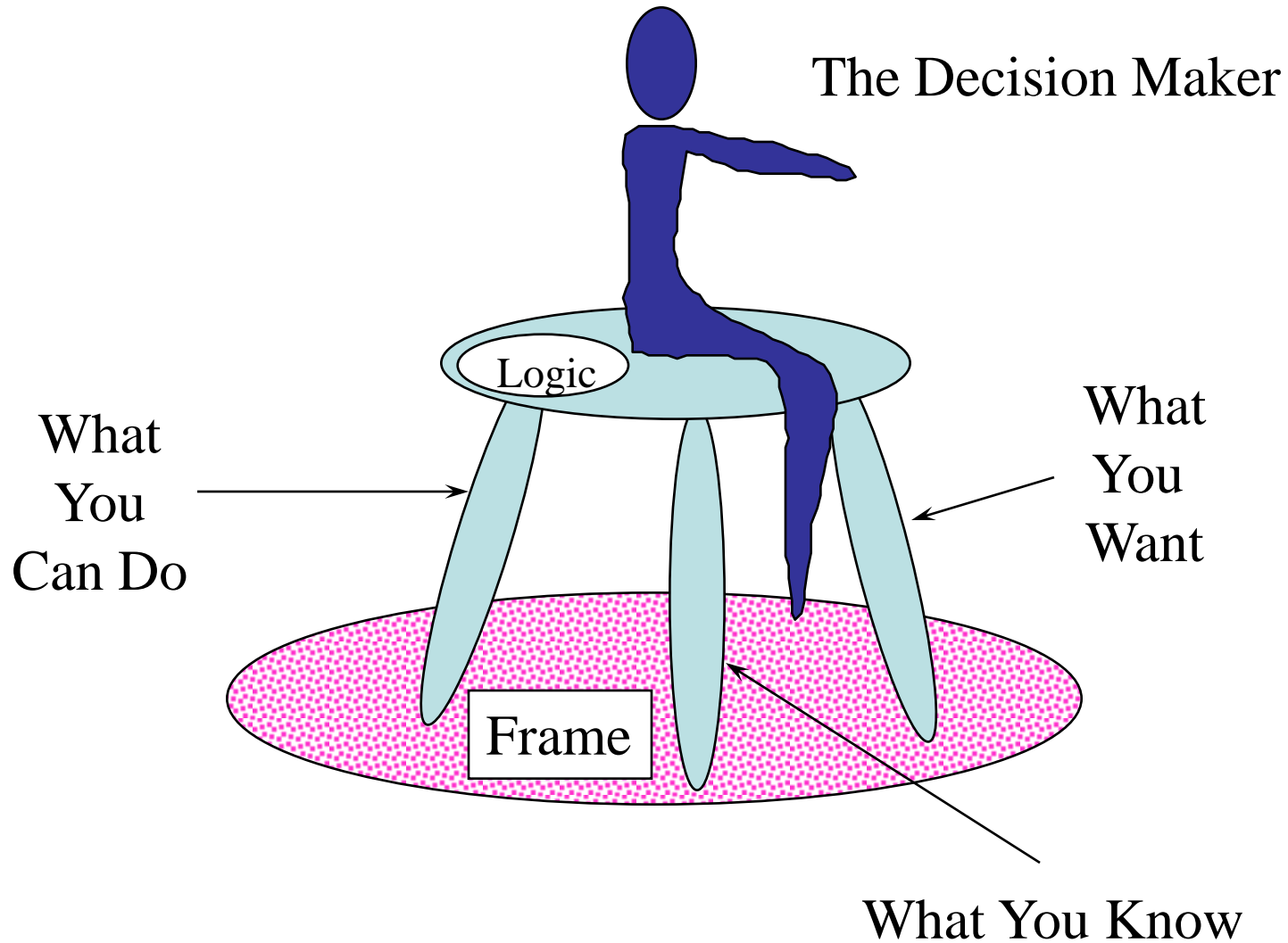


FUTURE

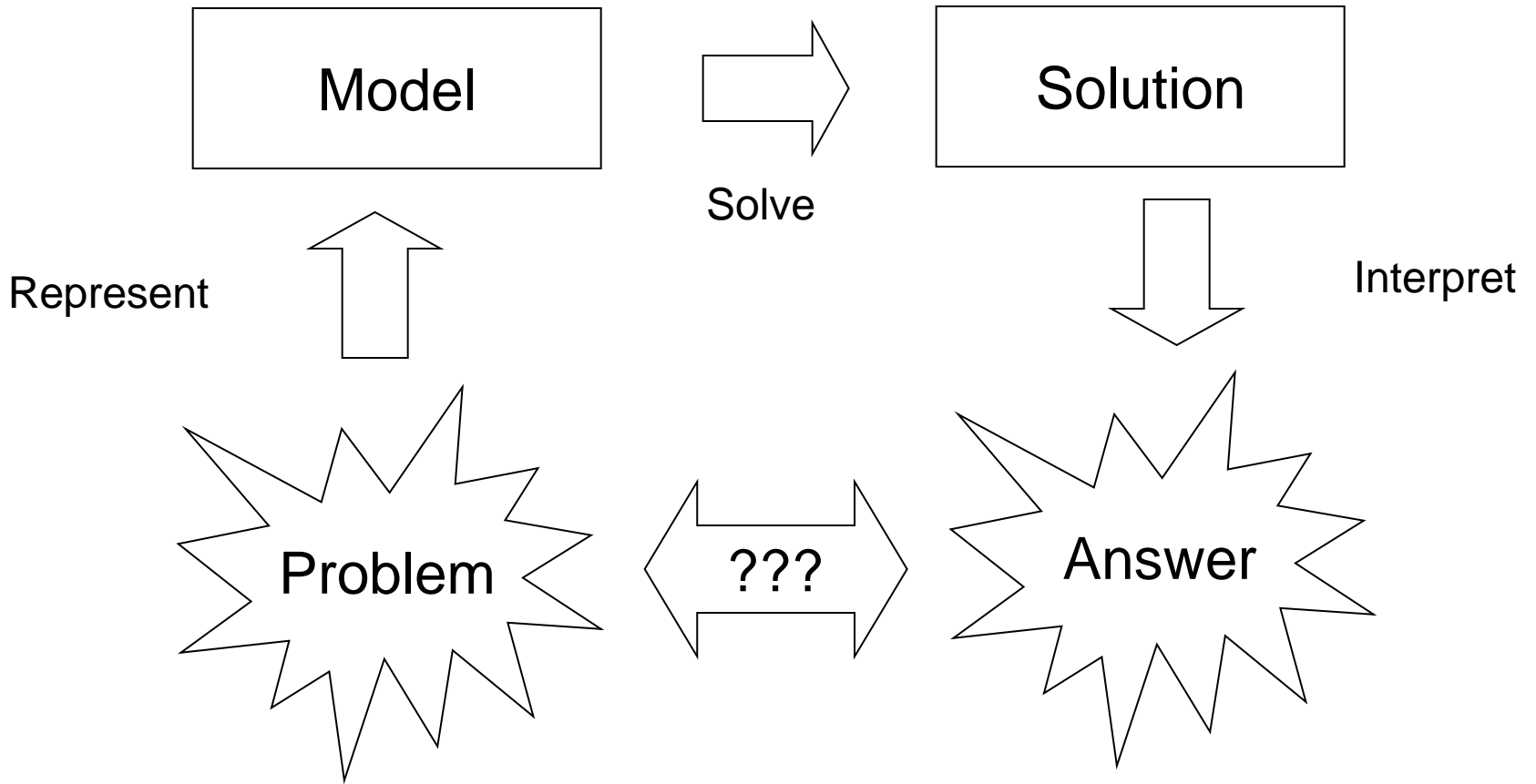


PREFERENCES

The Essence of Decision



Analysis or Reductionism?



The map is not the territory.

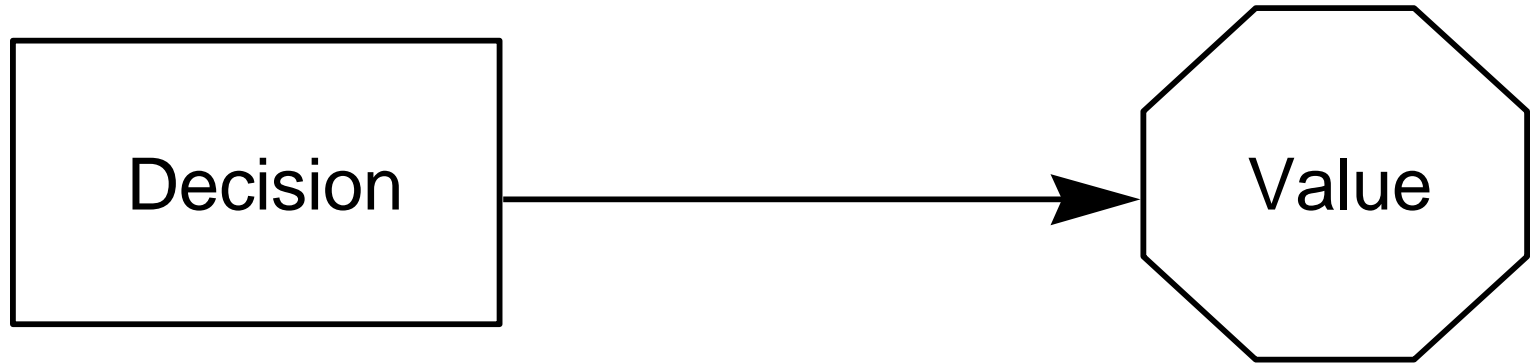
Lessons

- All models are wrong, some are useful
- No one has ever decided to do something because of an equation or a number
- Everyone will have a conversation about a decision, perhaps only with themselves
- Decision analysis is devoted to improving the quality of that conversation

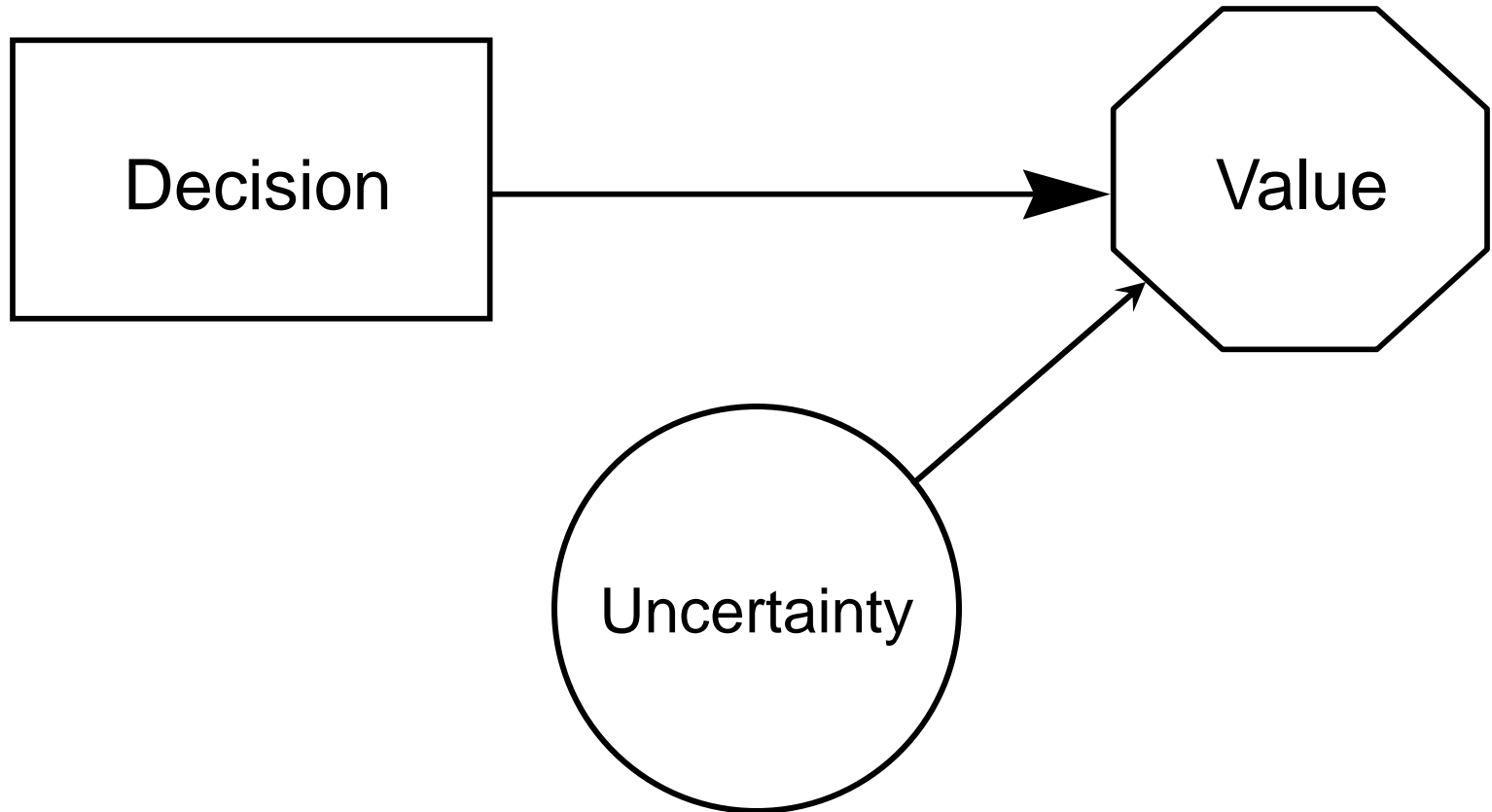
Our Methods

- Framing
 - Working on the right problem
- Dealing with uncertainty
 - Surfing on the sea of uncertainty, rather than drowning in it
 - Valuing clairvoyance
- Influence diagrams
 - These diagrams are the most useful ways to communicate with both people and computers
 - Decision diagrams
 - Relevance diagrams
 - Value diagrams
 - Current research

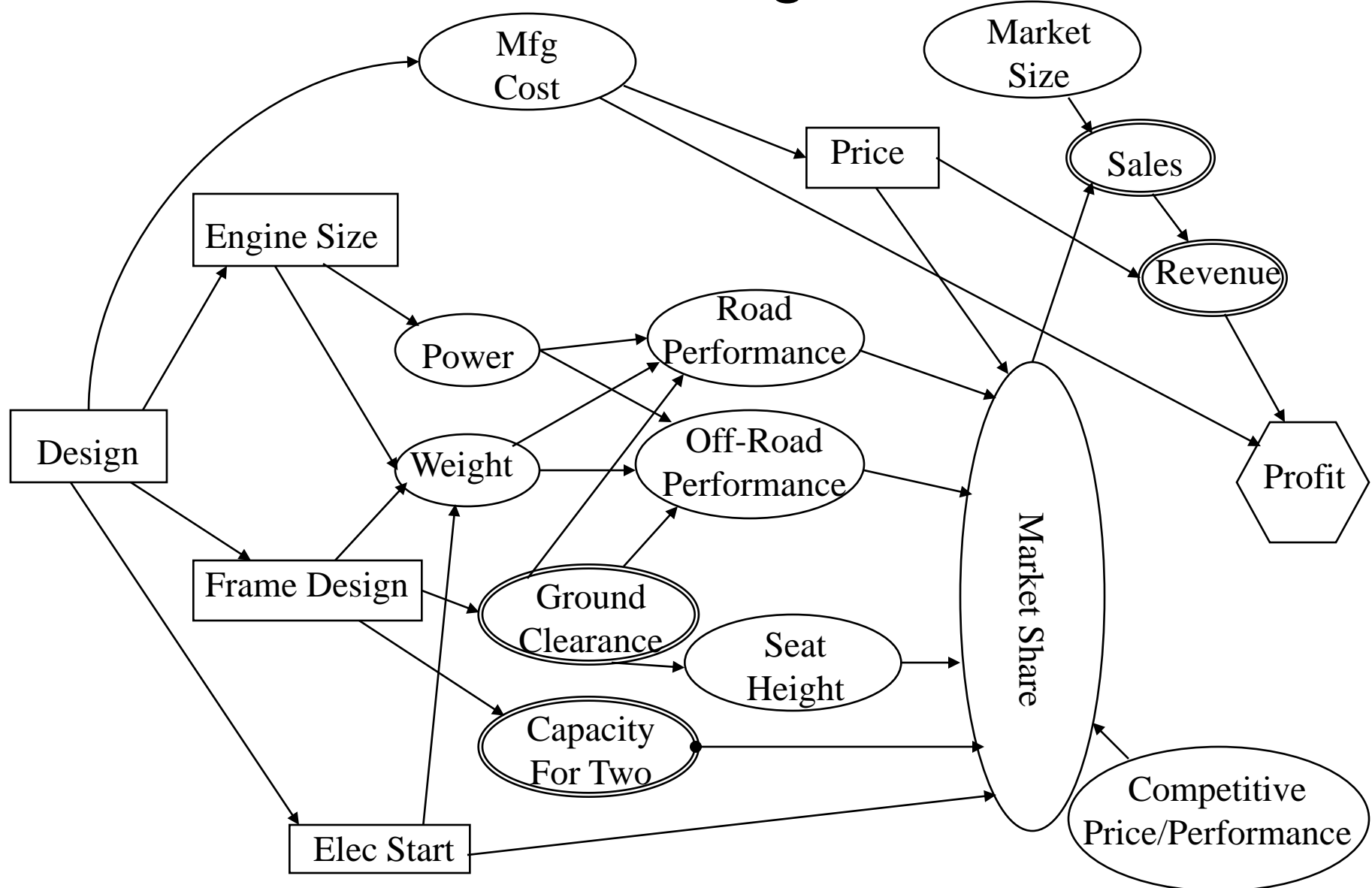
The Simplest Decision Diagram



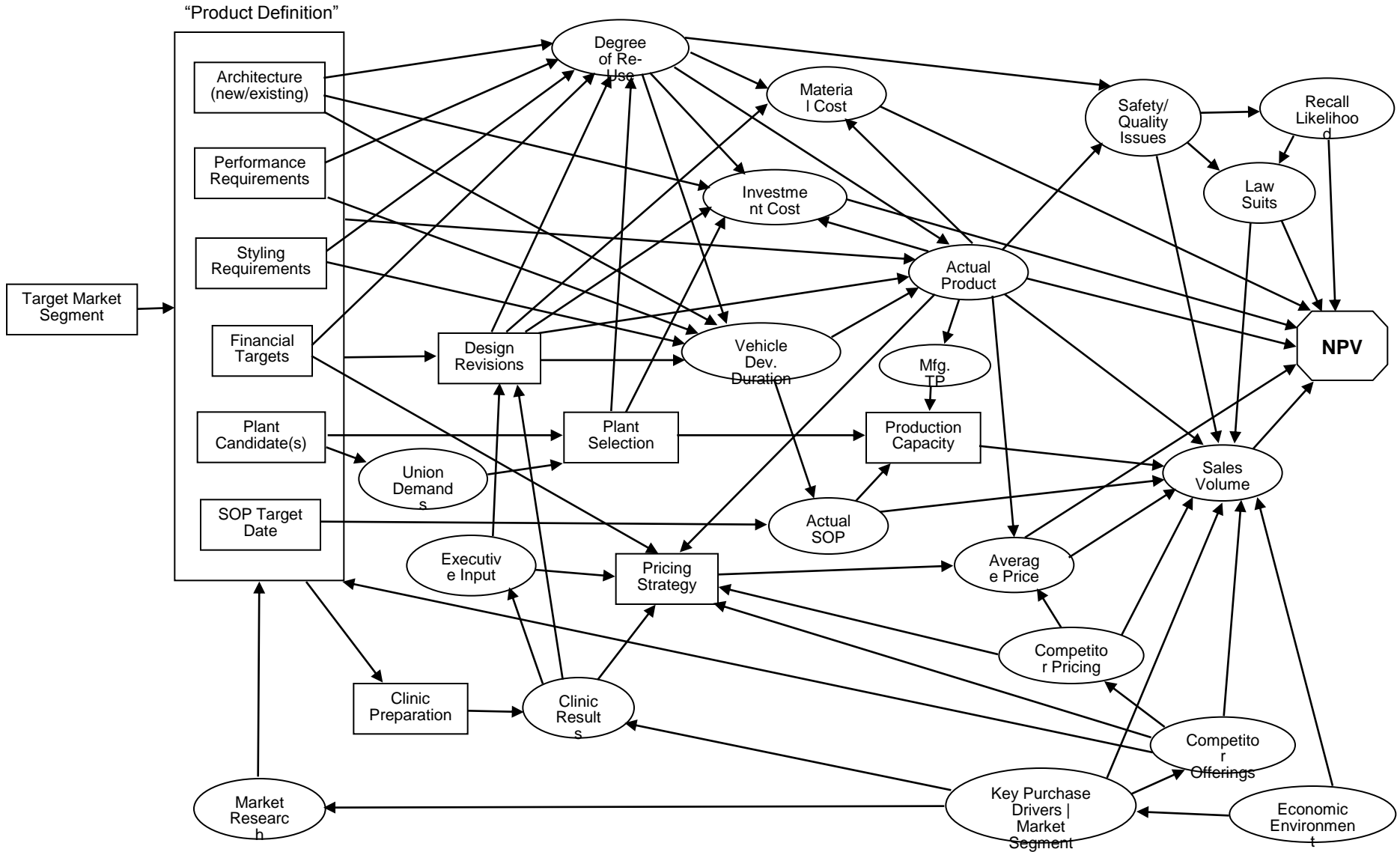
The Simplest non-Trivial Decision Diagram



Dual Sport Motorcycle Design Decision Diagram



Development Decision Diagram





CLARITY OF ACTION

**CLARITY
OF
THOUGHT**