Thoughts on Decision Criteria

* When thinking of Case Analysis, Decision Criteria allow you to justify the choice among alternative solutions. Each can be thought of as a guideline, a standard, a basis for comparison, an ideal or a gauge.
* An ideal decision criterion is one that is important, brief, measurable and related to the issue at hand.
* When thinking in quantitative terms, common decision criteria examples include (but are not limited to) staff turnover, risk, cashflow, market share, cost and profit.
* Customer satisfaction, employee morale, corporate image, goodwill, safety, environmental impact and cultural sensitivity would be considered common examples of qualitative focused decision criteria.
* What benefits arise when an issue is resolved? Answering this question helps one to create a set of decision of decision criteria.

Source: Harris, Mark 2012. Criteria for Evaluating a Creative Solution, Virtual Salt. Available: <http://virtualsalt.com/creative.htm>. Accessed February 24, 2013