

- They allow managers to set out problems in a clear and logical manner.
- All potential options can be seen at the same time, thereby speeding up decision-making.
- They consider the risks involved in decision-making, such as possible negative outcomes.
- They enable more scientific and objective decisions to be made as all likely costs of the decisions are considered.
- As a visual stimulus, they provide a tangible insight to a problem. They also make use of quantitative analysis.

Disadvantages

- The probabilities given in a decision tree are only estimates and can have forecasting errors.
- They are based on **only** quantitative data, thereby rendering qualitative issues useless and ignored.
- The technique does not necessarily reduce the amount of risk involved in decision making.
- Delays in the planning process can void the data by the time a decision is made.
- The task of assigning probabilities is rather subjective so results can be deliberately biased to justify the preference of the management.

Force Field Analysis

A simple tool that applies weights to forces that drive change and forces that restrain it.

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