

# Module IV

Choice and decision-making process



Co-funded by the  
Erasmus+ Programme  
of the European Union



# How to make decisions

## Why do we have to make decisions?

- To find new opportunities
- To solve problem



There are different ways to make decisions.

In my opinion it is important

- what I want and why I want it.
- I am looking for relevant information.
- I consider the situation.



I have to  
decide



## The following steps will help you

- Consider **All Facts**
- Checklist

What are the influencing factors for the decision?

For example: problem, question, situation ...

- **Plus Minus Interesting**
- Checklist

What are the positive and negative aspects?

# Example

- **Situation**  
I would like to take part in politics.
- **Question**  
What do I have to do for it?

# Decisions

- **Little decisions**

Every day decisions

For example: What am I going to wear today?

- **Big decisions**

Decisions that need more thinking

For example: will I continue to go to school?

# Election campaign

## What is an election campaign?

The way how parties try to get votes.

# Vision



## What is a Vision?

Its the goal for the future.

The **vision** tells where and what you want to stand for in the future.

A vision should be brief, emotional, realistic and understandable.



# Vision



## Ask yourself some questions:

- What can we do?
- Why are we doing this?
- Who are we doing this for?

# Build a vision

## What is a vision about?

- Who are we?
- What do we do?
- What's the strategy for our goals?

# Build a vision

## Procedure

- Create a draft version.
- Get input from your colleagues and other experts.
- Present the vision



# Good Vision?!

For Example, everybody knows IKEA:

IKEA's vision is to create a better everyday life for the many people.



Where and  
how do we  
spread our  
vision?



## Where

Events, shopping centers, parks, News Papers...

## Which design to we use for our materials?

Colours, images, graphics, photos, font ...

# Portrait

## What is a portrait?

A portrait is a short text about a person.

For example his or her life, education, work.

The focus is on a period or stage of life.



## How can we create a portrait?

1. Find the relevant information
2. choose a topic for example profession of the person
3. sort information
4. write

<http://www.anleitung-zum-schreiben.de/> [23.09.21].

<https://www.wir-machen-kommunikation.de/blog/vom-vision-zum-mission-statement> [23.09.21].

<https://www.babbelfuerunternehmen.de/blogs/de/wie-sie-in-7-schritten-ein-inspirierendes-vision-statement-entwerfen> [23.09.21].

<https://www.akademie.de/de/wissen/unternehmensvision-entwickeln/was-ist-eine-vision-o> [23.09.21].

<https://www.akademie.de/de/wissen/unternehmensvision-entwickeln/bedeutung> [23.09.21].

<https://www.wortbedeutung.info/Wahlkampf/> [23.09.21].

De Bono, Edward (1993): Thinking Course. – London: BBC.

1. <https://thumbs.dreamstime.com/z/mann-treffen-eine-entscheidung-54932807.jpg> [23.09.21]

2. <https://thumbs.dreamstime.com/z/stickman-entscheidung-43114029.jpg> [23.09.21]

3. <https://thumbs.dreamstime.com/z/plus-minus-infographic-people-symbol-59177369.jpg> [23.09.21].

4. [https://s3.envato.com/files/15754683/Coin\\_Toss\\_prew.jpg](https://s3.envato.com/files/15754683/Coin_Toss_prew.jpg) [23.09.21].

5. <https://rccghouston.org/wp-content/uploads/2016/05/vision.png> [23.09.21].

6. [https://www.clipartfree.de/images/joomgallery/originals/office\\_clipart\\_download\\_77/frage\\_bild\\_clipart\\_grafik\\_cartoon\\_illustration\\_20150906\\_1808219408.png](https://www.clipartfree.de/images/joomgallery/originals/office_clipart_download_77/frage_bild_clipart_grafik_cartoon_illustration_20150906_1808219408.png) [23.09.21].

7. <https://thumbs.dreamstime.com/z/vision-ideas-abstract-girl-lamp-illustration-design-eps-34703781.jpg> [23.09.21].

8. <https://www.ikea.com/ph/en/this-is-ikea/about-us/the-ikea-logo-history-and-design-pub55d85f50> [21.09.21].

9. <https://thumbs.dreamstime.com/z/brand-event-concept-vector-illustration-colleagues-preparing-corporate-party-time-management-deadline-sponsored-organization-153245571.jpg> [23.09.21].

10. <https://www.bing.com/images/search?q=ber%C3%BChmte+portraits+mona+lisa&qsn&form=QBIDMH&sp=-1&pq=ber%C3%BChmte+portraits+mona+&sc=0-24&cvid=65508B782B7B4457BDA110BE59CEAFF5&first=1&tsc=ImageBasicHover> [23.09.21]