

## Simple tradeoffs

Making decisions involves making **tradeoffs** among objectives; this is a difficult and poorly understood aspect of decision making. Decisions become difficult when they involve several competing objectives. The greater the number of objectives, the more complex the decision. Experimental evidence has shown that “people do find it difficult to make consistent judgments when more than one attribute is involved,” so there is “a strong argument for providing some structured means of helping them think through their choices.”<sup>1</sup>

Next: [Nutshell briefings](#)

<sup>1</sup> Forman, Ernest H. and Mary Ann Selly. Decision by Objectives: How to Convince Others That You Are Right. World Scientific Publishing Co., 2001.

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