

What is Comparison?

Expert Choice Comparison® is a collaborative decision-making solution that focuses on the achievement of objectives (gains) from a decision to choose one or a combination of *alternatives*. Comparison is typically used by professionals responsible for strategic or tactical decision-making activities involving the choice of one or a combination of alternatives.

Why use Comparison for important decisions?

According to Herbert Simon,¹ decision-making is at the core of all managerial functions. Decision-making is undoubtedly the most difficult and most essential task a manager performs. Executives rate decision-making ability as the most important business skill, but few people have the training they need to make good decisions consistently. Planning, for example, involves deciding what should be done as well as when, how, where, and by whom. Other managerial functions, such as organizing, implementing, and controlling rely heavily on decision-making. Decision-making is part of almost all human endeavors. While most decisions are connected with problem solving, many are not. Managers may decide to take actions that will set entirely new standards of performance or decide to attain some new goal or establish a new direction for their companies. Most managerial activities such as problem solving, strategic planning, and resource allocation, involve one or more components of what we now define as the decision-making process.
