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# **DECISION MAKING: PROBLEM SOLVING**

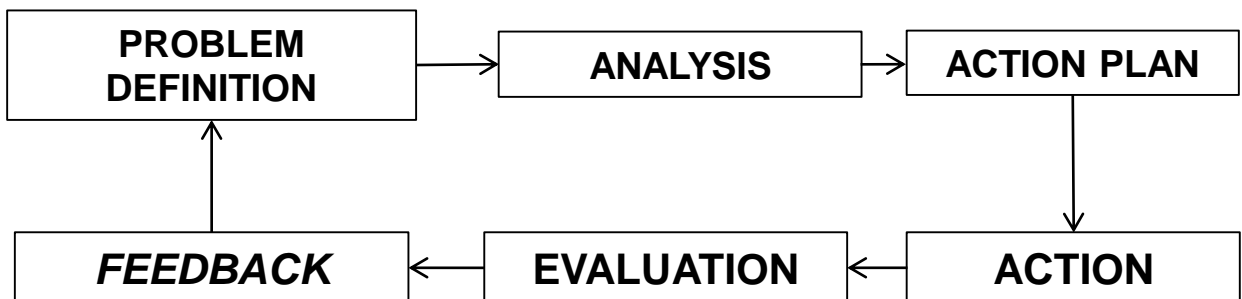
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# INTRODUCTION

**Problem:** A problem can be generally considered as the difference between a current situation, which is somehow considered as not completely satisfactory, and a wished situation.

***Problem solving:*** methodology which aims to rationally analyze and solve complex problems.

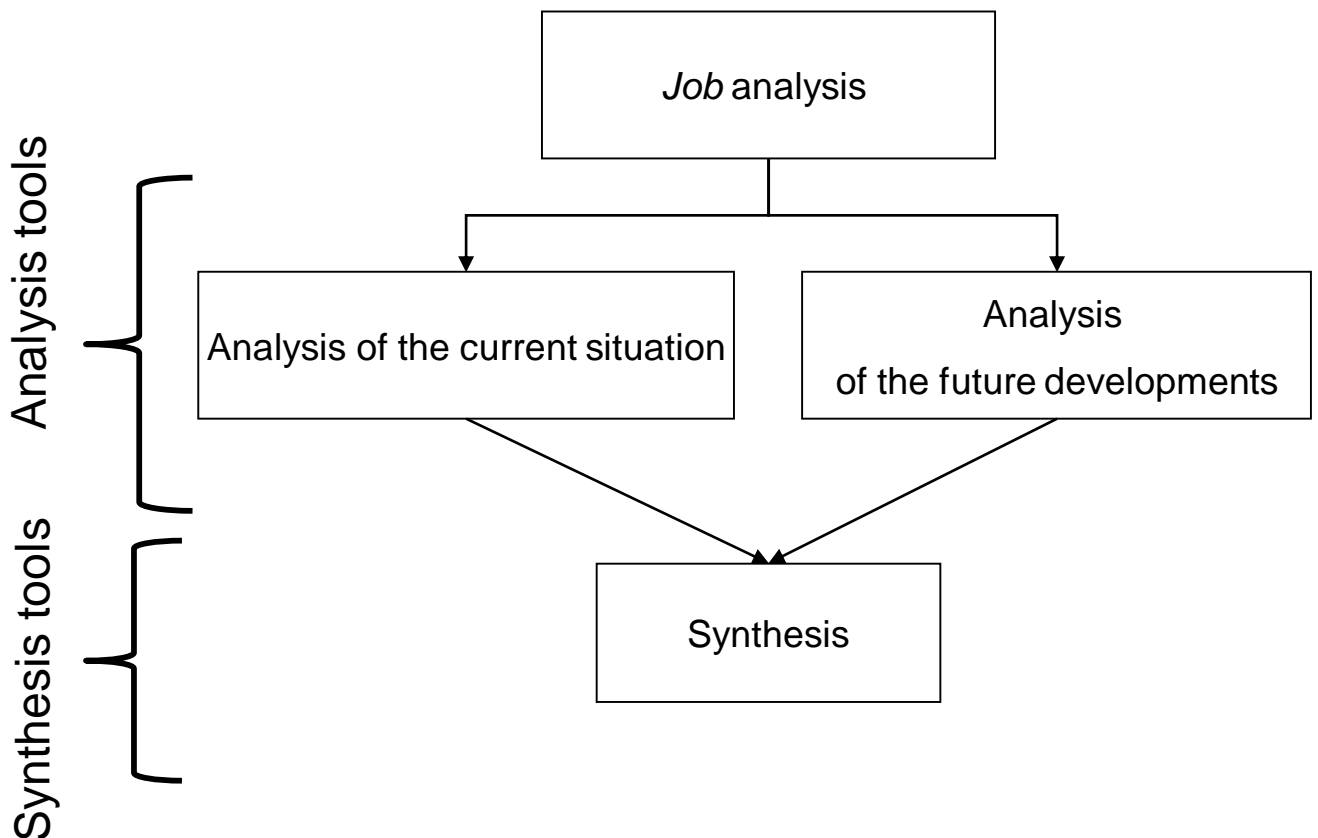
## A problem solving cycle



Source: Van Aken, Berends, Van der Bij (2009); Nickerson, Yen, Mahoney (2012).

# ANALYSIS

The situation analysis is the first and most important step of every problem solving cycle.



# DECISION ANALYSIS

## Example of costs/benefits analysis

