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# AALTO SYSTEMS FORUM

**Friday, October 25, 2013 at 14.15** Aalto University, School of Science, Otakaari 1, 2nd floor, hall M1 (room M232)



## Value-Focused Thinking and Decision-Making

by

## **Prof. Ralph Keeney**

Research Professor Emeritus at Duke University's Fuqua School of Business

### Abstract

The ability to make good decisions is a critical skill in one's personal and professional life. This seminar describes value-focused thinking and demonstrates how you can use it as a foundation for sound decision-making. The driving force for making decisions is to achieve what you think is important. It is you who must understand what is important to you by identifying the relevant values for any specific decision. Articulating your values, and then stating and organizing them as objectives, provides the basis for framing your decision, creating alternatives, identifying the information you need to make an informed decision, evaluating the alternatives, and making your best choice consistent with your values and available information. Your objectives also provide a basis to identify the decision opportunities that you could be beneficially making proactively. With a clear and unambiguous understanding of what you hope to achieve, you will enhance the achievement of your personal and professional objectives. The presentation introduces the concepts and procedures of value-focused thinking and illustrates their use in applications that examine business, governmental, and personal decisions.

### The seminar is open to everybody.

Welcome!

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