Effective group decision making

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HINTIBI Simon, a Nobel laureate in Economics of Decision Making, once described decision making as being synonymous with managing. Not only Simon, but many other prominent personalities have also said that the other name of management is decision making. These people are not far from truth, which we can easily realize if we have a close look at the day-to-day activities of a typical manager. For example, how many times do the executives in a company come to the office and do not have the time to think about their activities? Or do they teleconference with their subordinates to discuss the day’s work? Or do they take the initiative to talk about the future of the company?

The fundamental reason for involving a group to make an organizational decision is that a group can generate many alternative ideas compared to a sole individual. To make an effective decision, managers need to have many alternative ideas. For example, what are the problems the department is facing now? What is the most crucial one? What are the possible ways to solve this problem? In these cases, it is essential to involve employees and seek their inputs.

How to generate alternative ideas?
The most common way is to take the perspective of the relevant people in the room and brainstorm. However, in reality, quite often these sessions are more storm than brain. Virtually, every group possesses one or two individuals who dominate the whole session. Due to their verbosity and talkative nature, others keep quiet. As a result, the creativity of these “quiet” people is not tapped at all. How to overcome this problem of lack of participation of group members is discussed in co-producing research of Teams on the decision-making process.

Examples of group techniques:
- Nominal group technique (NGT)
- Brainstorming technique
- Delphi technique
- Th团体mnt technique
- Johari window technique
- Force field analysis technique
- Mind mapping technique
- AOD Technique

Advantages of NGT:
- All ideas are generated from the participants
- The process is simple and easy to understand
- The process is open to all participants
- The process is flexible and adaptable

Disadvantages of NGT:
- The process can be time-consuming
- The process can be expensive
- The process can be biased

In conclusion, NGT is a useful technique for generating ideas and making decisions. It is important to note that NGT is not a panacea for all decision-making problems. However, it can be a useful tool in many situations where group participation is necessary.