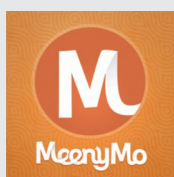


Better decision-making!

Human history can be viewed as the history of good and bad decision-making:

- “Choices are the hinges of destiny.” *Pythagoras (570 BC-495 BC)*
- “Nothing is more difficult, and therefore more precious, than to be able to decide.” *Napoleon Bonaparte (1769-1821)*
- “Life is a sum of all your choices.” *Albert Camus (1913-60)*
- “Man is man because he is free to operate within the framework of his destiny. He is free to deliberate, to make decisions, and to choose between alternatives.” *Martin Luther King (1929-68)*
- “Making good decisions is a crucial skill at every level.” *Peter F Drucker (1909-2005)*
- “Ever notice that ‘what the hell’ is always the right decision?” *Marilyn Monroe (1926-62)*

Nowadays, specialised software is available to help people make decisions. An example is 1000Minds (1000minds.com) which emerged from research by Paul Hansen of Otago’s Department of Economics and Franz Ombler. Since 2003, 1000Minds has been helping 1000s of organisations and individuals all over the world to make important decisions.¹



FREE DECISION-MAKING TOOL

This month, 1000Minds released MeenyMo (meenymo.com) – a FREE web app for everyday decision-making, powered by 1000Minds technology. As a kitten is to a lion, MeenyMo is a miniature – and very cute! – version of 1000Minds. If you want to make everyday decisions on the go (e.g. using your mobile device), give meenymo.com a go. Sign-up, it’s free!

A FOUR-STEP PROCESS

Imagine you are trying to decide which used hatchback to buy (e.g. that you’ve seen on Trade Me). MeenyMo takes you through these four steps.

TELL US WHAT'S IMPORTANT

1 Add your criteria.
These are the factors you care about.

Which used hatchback to buy?

ENTER YOUR OPTIONS

2 Add your alternatives and rate them.
These are the different products or other things you are considering.

Which used hatchback to buy?

WEIGHT IT UP

3 Make your choices.
These options or ‘preferences’ help you get to the heart of the matter.

Which one seems better?

A Good performance & Very good safety features THIS ONE

OR

B Very good performance & Ok safety features THIS ONE

DRUM ROLL PLEASE

4 Get your results!
You’ll get your personalised rankings, as well as value-for-money insight.

1st Ford Focus 2003

2nd Audi A3 2003

3rd Mazda 323 2000

¹ Several 1000Minds applications have featured in *EcoNZ@Otago* articles over the years, including the fourth article in the current issue.