The Rational Decision Making Process
The four stages associated with rational decision making are:

1. Identify the problem or opportunity
   - Analyze the current conditions and consider what improvements could result in more desirable condition

2. Think up alternative solutions
   - Think of both the obvious and the creative possibilities

3. Evaluate alternatives and select a solution
   - Is it ethical? *(If it isn’t, don’t give it a second look.)*
   - Is it feasible?
   - Is it ultimately effective?

4. Implement and evaluate the solution chosen
   - Successful Implementation
     - Plan carefully
     - Be sensitive to those affected
   - Evaluation
     - Give it more time
     - Change it slightly
     - Try another alternative
     - Start Over

Content from: