



# Group Decision Making Techniques and Process

Welcome to Unit 4 of our Management and Organizational Behaviour course, where we delve into the exciting world of group behavior. Today, we will be exploring the nuances of group decision making techniques and the processes that underpin them. This presentation will equip you with valuable insights and tools to effectively navigate group dynamics and facilitate sound decision-making in various organizational contexts.

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# Guess the Topic: Engaging Image-based Slide



## Team Brainstorming

A collaborative approach to generating ideas through open discussion and free-flowing thoughts.



## Data-Driven Decision Making

Utilizing objective data and analysis to inform decision making and ensure a logical and evidence-based approach.



## Consensus Building

The process of reaching a decision that all group members can agree on, promoting inclusivity and shared ownership.



# Introduction to Group Decision Making

individual.  
perspective

## Advantages of Group Decision Making

Group decision making often leads to more comprehensive and well-rounded solutions due to the diverse perspectives and experiences of its members.

## Disadvantages of Group Decision Making

Group decision making can be time-consuming, prone to groupthink, and may lead to conflict if not facilitated effectively. It's crucial to have a clear process and a skilled facilitator.



# Types of Group Decision Making Techniques

## Nominal Group Technique

A structured method where individuals generate ideas silently and anonymously, then rank them collectively to reach a consensus.

## Delphi Technique

A method for obtaining expert opinions on a topic, typically conducted through multiple rounds of anonymous questionnaires and feedback. This technique reduces the impact of individual biases and promotes more balanced perspectives.

## Brainstorming

A free-flowing and creative approach to generate ideas without initial judgment or criticism, encouraging open thinking and diverse perspectives.





# Case Study: Real-life Example of Group Decision Making

1

## The Challenge

A startup company faced a critical decision about expanding into a new market with high potential but also high risks.

2

## Decision-Making Process

The team used a combination of brainstorming and data analysis to assess the market, identify potential challenges, and develop a detailed action plan.

3

## Outcomes

The company's well-informed decision resulted in successful market entry, demonstrating the power of effective group decision making.



# Step-by-step Group Decision Making Process

1

## Define the Problem

Clearly articulate the problem or issue that requires a decision. This sets the stage for effective problem-solving.

2

## Gather Information

Conduct thorough research and collect relevant data to understand the problem and its potential solutions. This step involves researching and gathering information about the issue.

3

## Generate Alternatives

Brainstorm and explore various options or solutions to address the problem. This stage is about exploring different approaches to solve the problem.

4

## Evaluate Alternatives

Analyze each option based on its feasibility, effectiveness, and potential consequences. This step involves examining the pros and cons of each approach.

5

## Select a Solution

Choose the most suitable option based on the evaluation criteria. This involves choosing the most viable solution based on the criteria established earlier.

6

## Implement the Decision

Put the chosen solution into action and monitor its implementation. This step involves putting the chosen solution into practice and tracking its impact.

7

## Evaluate the Results

Assess the effectiveness of the solution and make adjustments as needed.

This step involves analyzing the effectiveness of the chosen solution and making necessary adjustments based on the results.





# Pitfalls and Challenges in Group Decision Making

## Groupthink

Pressure to conform to the group's opinion, leading to poor decision making.

## Social Loafing

Members reduce their individual effort when working in a group.

## Domination by a Few

One or a few individuals exert disproportionate influence on the decision.

## Lack of Clarity

Unclear goals or objectives can lead to ineffective decision making.







# Assessing Student Learning: Interactive Quiz



## Question 1

What is the difference between a nominal group technique and a brainstorming session?



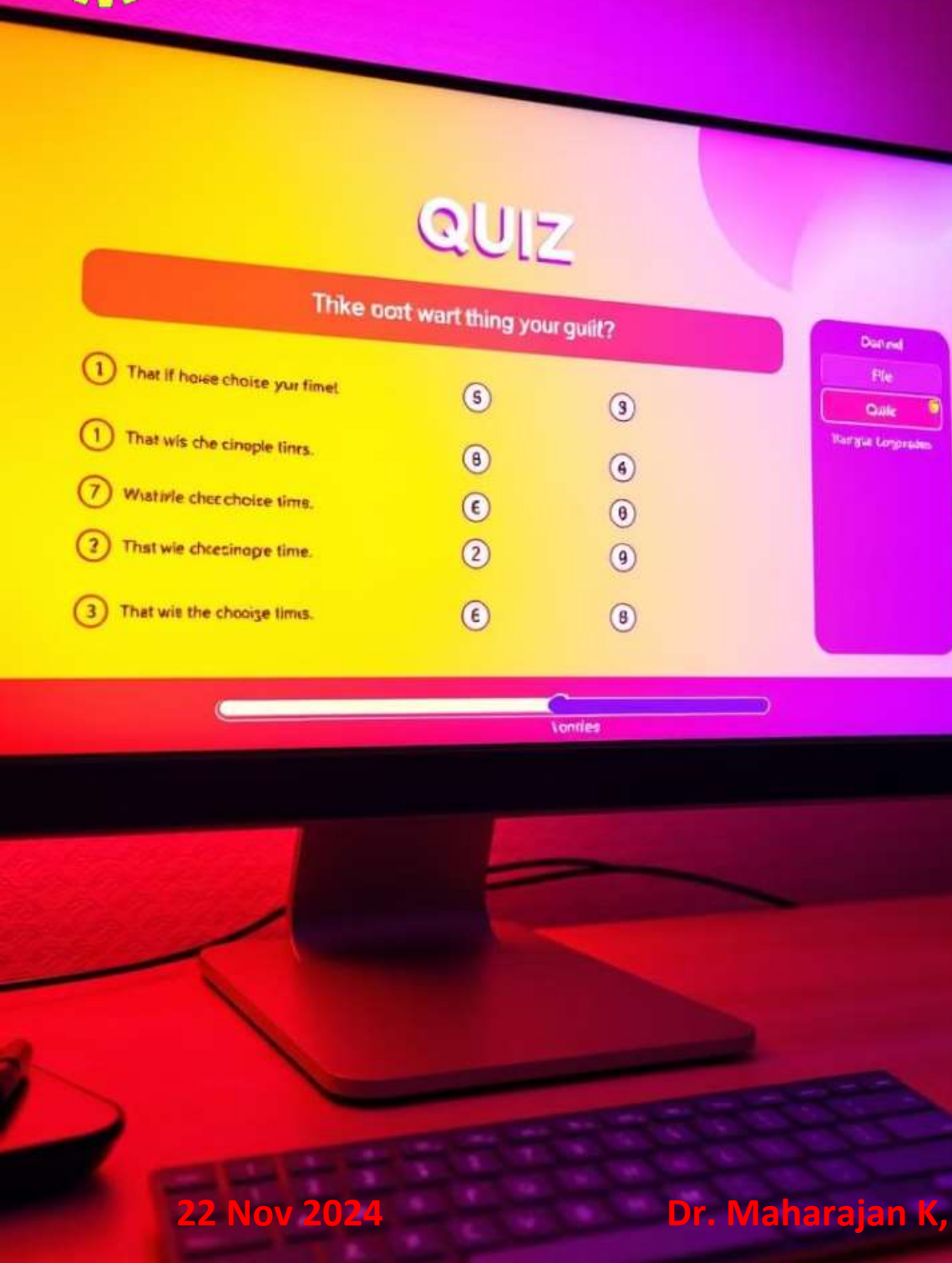
## Question 2

Describe a real-life example of a situation where a Delphi technique would be useful.



## Question 3

What are three common pitfalls to avoid during group decision making?





# Summary and References

## 1 Key Takeaways

Group decision making is a powerful tool for harnessing collective intelligence and achieving better outcomes. It is essential to understand the various techniques and navigate the challenges effectively.

## 2 References

[Group Decision Making: A Review](#)

[Group Decision-Making Techniques](#)

Organizational Behavior, 17th Edition