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The Decision Book: 50 Models for Strategic Thinking by Mikael Krogerus and Roman Tschäppeler

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Category: Decision-Making

(52 von 100)

Why: There is too much chaos in our life.

Goal: Learn to simplify 3 usual life decisions with models.



Action: Find Models to Your Problems.

3 Key Concepts

1. Structure helps us see through and gain overview of the problem.
2. Innovation does not have to be 100% new.
3. Give only things you are happy to receive.

Summary

How to recognize a model?

Good chance, you are not the first one to face such problems. Find the model others use to conquer such predicament by contemplating on a paper. Or read a book like this ;p



This book shows how structure helps us see through and gain an overview of the problem. The model helps reduce the complexity of a situation by suppressing most of it and concentrating on what is important.

Below are 3 models from this book. I'd like to give it a try.

1. **The Rubber Band** – Deal with a **dilemma**
 2. **Morphological Box** – Create **new product**
 3. **Esquire Gift** – Choose a **gift** for anyone
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The Rubber Band

This model suggests an alternative for us instead of a conventional pros and cons comparison. We often face the situation where both are good! But we must choose one anyhow. How unfair!

Here are the questions that would help you to be more honest with your choices.

- **What is holding me back?**
- **What is pulling me there?**

With the above questions, I hope you can get rid of some pros and cons that do not relate to your personal motivation. And theoretically, simplify the argument with yourself.

“ A peacefulness follows any decision, even the wrong one.

Rita Mae Brown

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Morphological Box

Running out of ideas to create new next best thing for your market? Then, use this model to help you move forward.



The key is to combine things that are already existed.

Geographic priority	Functional priorities	Size and cramming	New construction	Maintenance	General philosophy
Metropolises	All socio-tech. functions	Large, not cramped	With new construction	More frequent maintenance	All get same shelter quality
Cities + 50,000	Tech support systems	Large & cramped	Compensation	Current levels	All take same risk
Suburbs and countryside	Humanitarian aims	Small, not cramped	New only for defence build up	No maintenance	Priority: Key personnel
No geo-priority	Residential	Small & cramped			Priority: Needy

Credit: [Swedish Morphological Society](#)

Esquire Gift

If you are like me, you never know what to give your special ones as a gift. Thinking like them is just too damn hard. I oftentimes gave up giving gifts just because it is too difficult to decide. With this model, I am saved.

First: Think about your budget range for a gift: mine is \$10 – \$300

Second: Count the year of relationship: just met – 30 years +

Yes, you realize that this helps only to decide the range of budget one should spend. To the defense, let's admit that it is a big part of the problem.

The other half of the problem is incalculable. Because giving gifts is an emotional act. Here are though 2 rules of thumb you should live by when present anyone with such pleasure.

1. Being generous beats being miserly.
2. Buy something that you would be pleased to receive as a gift yourself.

Do not be misled by 'That wasn't really necessary.'

“ I have the simplest tastes, I am always satisfied with the best.

Oscar Wilde

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To sum up, models simplify chaos. And our life is filled with it. Therefore, refer to these proven models. For example, Ray Dalio – the founder of Bridgewater – would say, “Have principles.” Check out my summary of his book [here](#).



Take one.

Goal check: I learned models to simplify my decision-making.

Wasu's Review

(4.5 / 5.0)

Get this book on Amazon [here!](#)

Bonus: SCAMPER for new products

Substitute – people, components, materials

Combine – other functions or things

Adapt – function or appearance

Modify – size, shape, texture, acoustics

Put to other use – new or combined uses

Eliminate – reduce, simplify, eliminate anything superfluous

Reverse – conversely, invert, reverse.

