

SPARROWCALL

Decision-making for
complex situations



Conway Bown

What is decision-making?

Decision-making is solving problems. It is putting order and predictability into chaos and uncertainty.

In essence, it is about control. If you have control, retain it! If you've lost control, regain it! When you've regained control, maintain it! That's what decision-making is all about.



How can we be better at solving problems?

Remember maths class? Remember solving equations? Well to solve an equation, first you had to categorise it and simplify it and use an algorithm like BODMAS.

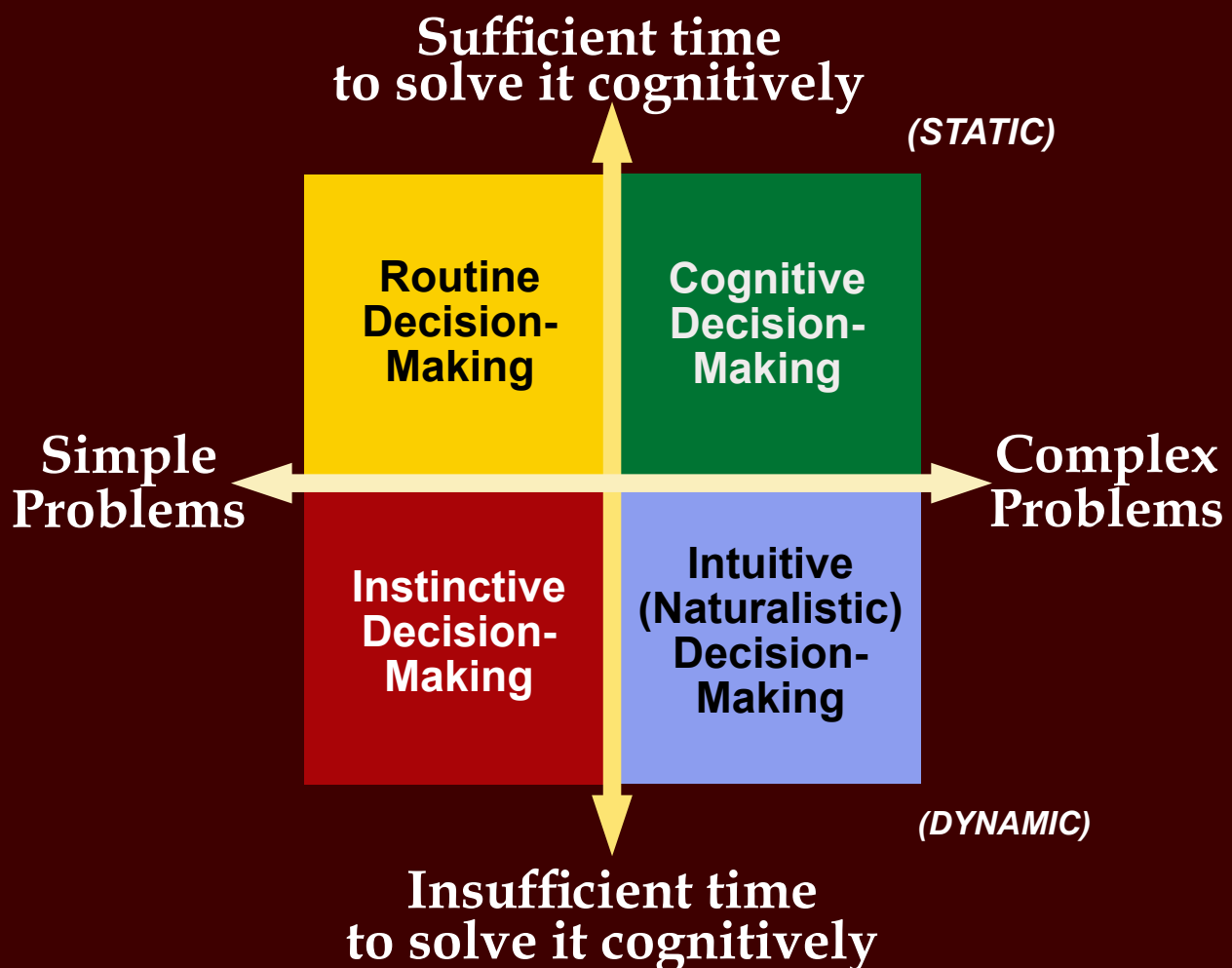
We can use the same technique for just about any problem that faces us in our work lives or in our personal lives and relationships. But first we must define the dimensions of the problem.

How are problems defined?

Problems can be defined along three key dimensions:

- The complexity of the problem
- The time available to solve the problem
- The resources available to solve the problem.

We can use complexity and time available to categorise problem-solving into four key decision-making types as shown below: Routine, cognitive, instinctive and intuitive decision-making.



Decision-making methods

A decision-making method is a step-by-step process to solve a problem by simplifying it and categorising it first, then using the DM method's steps as an algorithm to work through the problem, like SOAR used by the Country Fire Service in South Australia.



The process is easy. It's the categorisation that is the hard part. But have no fear... 'cos there is an easier way.

SPARROWCALL® & SPROCET

SPARROWCALL® and its quick brother SPROCET, are decision-making methods that have been devised by Conway Bown at IPAS after three decades of flying, and training in human factors.

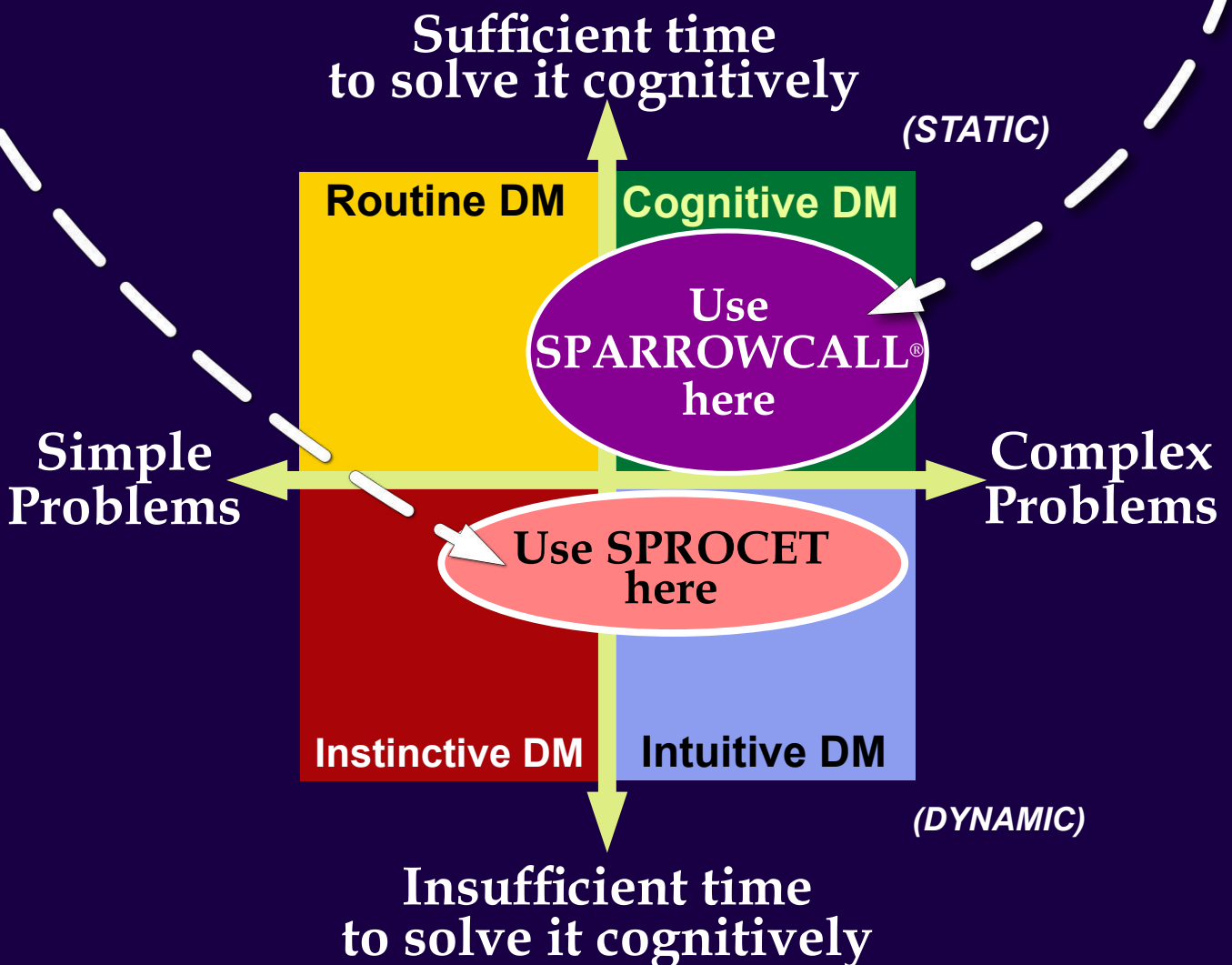
It is a combination of all the great aspects of other decision-making methods but with two key additions:

1. Stabilise the problem first, and
2. Learn the lessons and teach them to others.

When would you use SPARROWCALL®?

SPARROWCALL® is effective for problems that are complex and high-risk but with sufficient time to devote cognitive processes to it such as brainstorming, research, focus groups, surveys and so on. A major business project or significant life decisions are examples.

SPROCET, on the other hand, is for when you're time poor. It is used in complex, high-risk, dynamic situations usually by experienced decision-makers who are experts in their roles but who are faced with novel problems requiring quick action. Firefighting, flying, emergency medicine are examples.





SPARROWCALL[®] for you!

SPARROWCALL's[®] greatest attribute is that it creates a course of action. It has the advantage of not only helping an organisation or an individual solve a problem, it also reduces risk, enhances teamwork, encourages learning from success or failure and provides clarity of purpose.

Future success is easier to attain when a person or an organisation has a specific goal and a roadmap to achieve it. SPARROWCALL provides that roadmap.

Where can I learn the SPARROWCALL[®] method?

IPAS holds training sessions, workshops and public presentations on decision-making including using the SPARROWCALL technique.

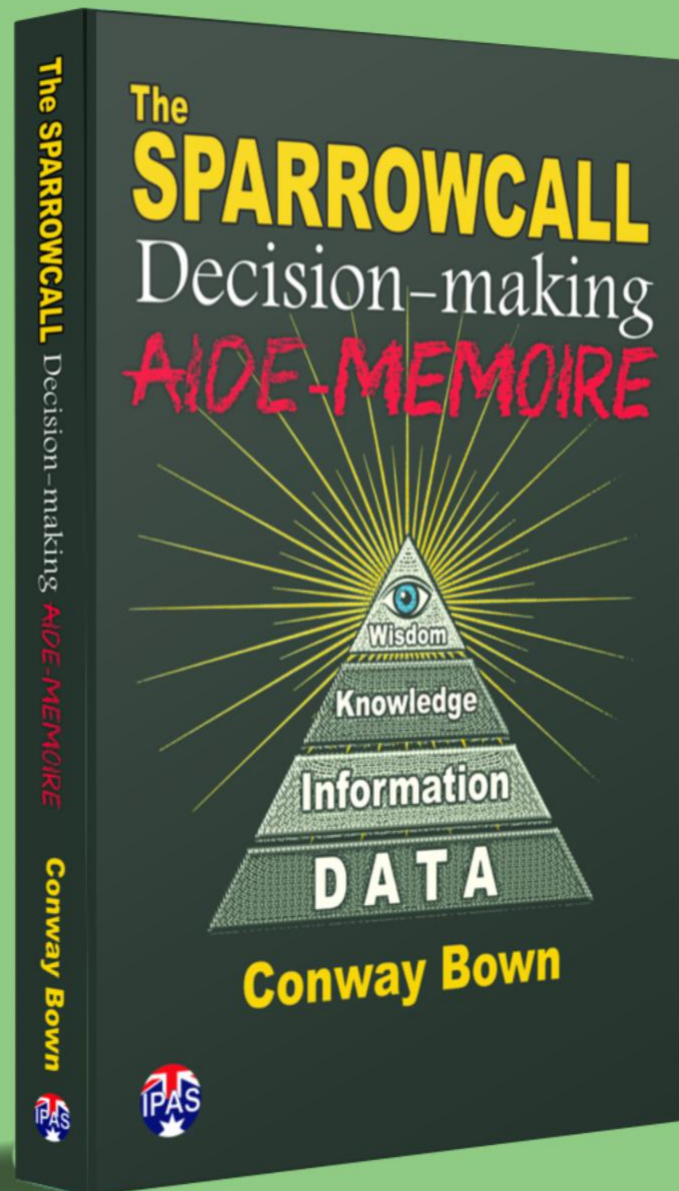
Contact Conway Bown to discuss how he can provide you and your team the secret to better decision-making and problem-solving.

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Aide-Memoire on Amazon. [Click here.](#)**

