

---

# DECISION MAKING & RANKING

Donald D. Carpenter & Andrew Gerhart

# Team Decision Making Ranking Tasks

---

- **Typically “survival” tasks**
  - First was Moon Survival, “Lost on the moon” developed by Jay Hall for NASA in 1967
  - Many survival tasks available – desert survival, lost at sea, winter survival, ...
- **Usually Individual followed by team ranking**
- **Different decision-making conditions in each team**

# Typical ranking activities

---

## Example 1: Choose Survival Equipment

*Your plane crashed. Your group needs to choose the 12 most useful items to survive.*

Choose / rank **equipment** items in terms of their relative survival value:

- Participants choose/rank the items individually
- Discuss choices/rankings in small group and come to a group consensus
- Score answers against "expert" opinion
- Possible scenarios:
  - Lost at sea or island survival (shipwreck)
  - Desert (plane crash)
  - Space or Moon

# Ranking Activities

## Example 2: People Survival Scenario (Who will be saved?)

*A nuclear bomb has been dropped. A radiation-free shelter is available, but can only fit 6 people. Choose who will survive.*

Choose / rank **people** in terms of who will get to live or die in situations with limited survival resources:

- Participants **role play** characters
- Can lead to high emotions; people get intensely engaged, particularly when choosing who will survive, and none of the decisions are easy.
- No right answers - any so-called "correct" answers are based on debatable values (e.g., ageism, sexism, racism)
- Highlights individual's dispositions, group processes, and decision making
- Possible scenarios:
  - Plane crash survivors
  - Nuclear war shelter
  - Oxygen dwindling (space, moon, mars)
  - Lifeboat / Sinking ship (sea)

# Ranking Activities by Faculty

---

- Material Hardness
- Causes of Death
- Scale of Items – Approximating
- Horse Power (historical through modern times)
- Electricity Draw (Toaster, Coffee Pot, TV, etc.)

# Best Selling Beers in the World (2010)

---

**Budweiser**

**Bud Light**

**Busch**

**Busch Light**

**Coors Light**

**Corona Extra**

**Heineken**

**Miller High Life**

**Miller Lite**

**Natural Light**

**Snow**

**1. Snow**

**2. Bud Light**

**3. Budweiser**

**4. Miller Lite**

**5. Coors Light**

**6. Natural Light**

**7. Corona Extra**

**8. Busch**

**9. Busch Light**

**10. Miller High Life**

**11. Heineken**



2012

# TOP SELLING BEER BRANDS IN THE WORLD

Not Budweiser, but Snow Beer in China is the most popular beer selling at 74.8M barrels in 2012. Budweiser only comes at third with 40M barrels sold. The catch is, Snow Beer is largely sold in China alone, so we can say Tsingtao, which is distributed worldwide, can claim the global crown selling at almost 58M barrels.



# Best Selling Beers in the World (2013)

---

- 1. Snow**
- 2. Tsingtao**
- 3. Bud Light**
- 4. Budweiser**
- 5. Skol**
- 6. Yangjing**
- 7. Heineken**
- 8. Harbin**
- 9. Brahma**
- 10. Coors Light**