LESSON 3: WHAT'S IN IT FOR ME?

◼ ACTIVITY 3-1: WHAT IS THE BEST CHOICE?

Making decisions is tough! Everyone has an idea of what they want out of a job—those are the criteria. Many times, there are alternative jobs to look at and they might satisfy the criteria differently. Below are the steps to help you make the best decision and have the highest utility or satisfaction.

Steps:

1. Rank the criteria that is the most important to you with the highest number (5) and the least important to you with the lowest number (1).

CRITERIA	A	B	C	D	E	TOTAL UTILITY
Criteria Utility Score	3	5	1	4	2	

2. Rank the alternatives from most likely to satisfy each of the five criteria (3) to the least likely to satisfy that criteria (1).

CRITERIA	A	B	C	D	E	TOTAL UTILITY
Alternative 1	1	3	3	2	2	
Alternative 2	3	2	1	1	1	
Alternative 3	2	1	2	3	3	

3. Multiply the rank of the criteria by the rank of the alternative to get the utility or satisfaction for that alternative. Then add up all the utility numbers across the alternative for the total utility.

   Alternative 1

   Alternative 2

   Alternative 3

4. Choose the alternative that offers you the most utility or satisfaction by selecting the alternative with the highest utility points. See the example below:

	CRITERIA 1	CRITERIA 2	CRITERIA 3	CRITERIA 4	CRITERIA 5	TOTAL POINTS
Criteria Utility Score	3	5	1	4	2	
Alternative 1	1 _____	3 _____	3 _____	2 _____	2 _____	
Alternative 2	3	2	1	1	1	
Alternative 3	2	1	2	3	3	

Which alternative should be selected?