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Question

How can I increase my profits?



Option

Charge more



Option

Work harder



Option

Hire another junior



Option

Improve efficiency



Question

How can I increase my profits?



Option

Charge more



Option

Work harder



Option

Hire another junior



Option

Improve efficiency



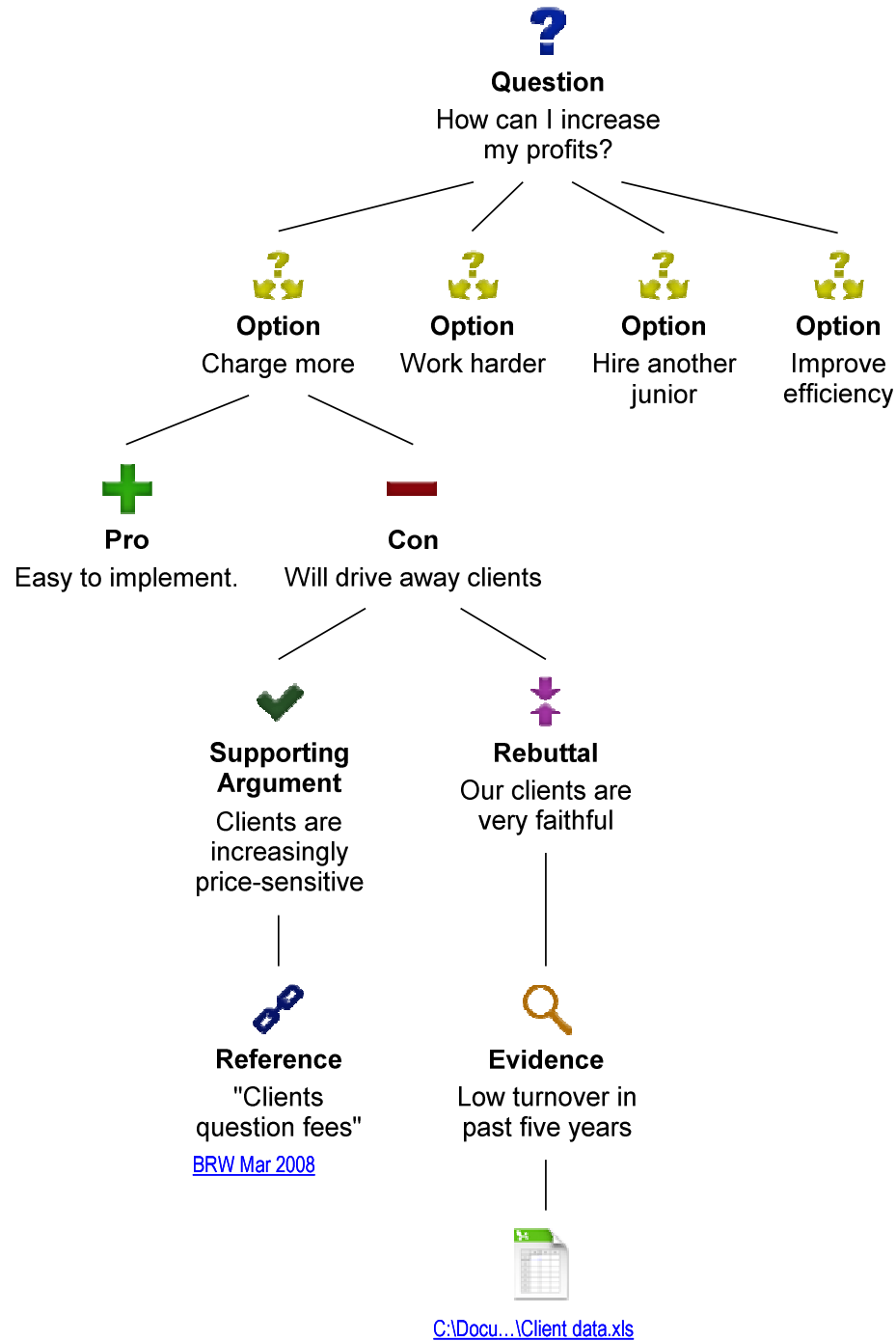
Pro

Easy to implement.



Con

Will drive away clients



Question

How can I increase my profits?



Option

Charge more



Option

Work harder



Option

Hire another junior



Option

Improve efficiency



Pro

Easy to implement.



Con

Will drive away clients



Supporting Argument

Clients are increasingly price-sensitive



Reference

"Clients question fees"

[BRW Mar 2008](#)



Rebuttal

Our clients are very faithful



Evidence

Low turnover in past five years



[C:\Docu...\Client data.xls](#)

Building Pa... < > X

▼ Decision Mapping

 Basic Map	 Topic
 Question	 Option
 Pro	 Con
 Decision	 Idea

▶ Reasoning

▶ Extras

▶ Examples

▶ Free Form

Building Pa... < > X

▶ Decision Mapping

▼ Reasoning

 Supporting	 Opposing
 Evidence	 Rebuttal
 Challenge	 Contention
 Explanation	 Example

▶ Extras

▶ Examples









▶ Free Form


Building Pa... < > X

▶ Decision Mapping

▶ Reasoning

▼ Extras

 Elaboration	 Reference
 Information required	 List
 Map	 Warning
 Consequence	 Task


Fact

▶ Examples

▶ Free Form

Building Pa... < > X


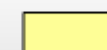

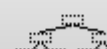
▶ Decision Mapping

▶ Reasoning

▶ Extras

▶ Examples

▼ Free Form

 Dynamic Box	 Note
 Map	 Map

Untitled - bCisive [modified]

Home View Format Output Help

File Delete All Undo Redo Trim Hyperlink Copy Paste Copy as Image Font Size Box Rotate

Click on the box that you want to evaluate.

Start Edit Clipboard Change Evaluate Decision

Building Pa... < > X

Decision Mapping

Basic Map Topic
 Question Option
 Pro Con
 Decision Idea

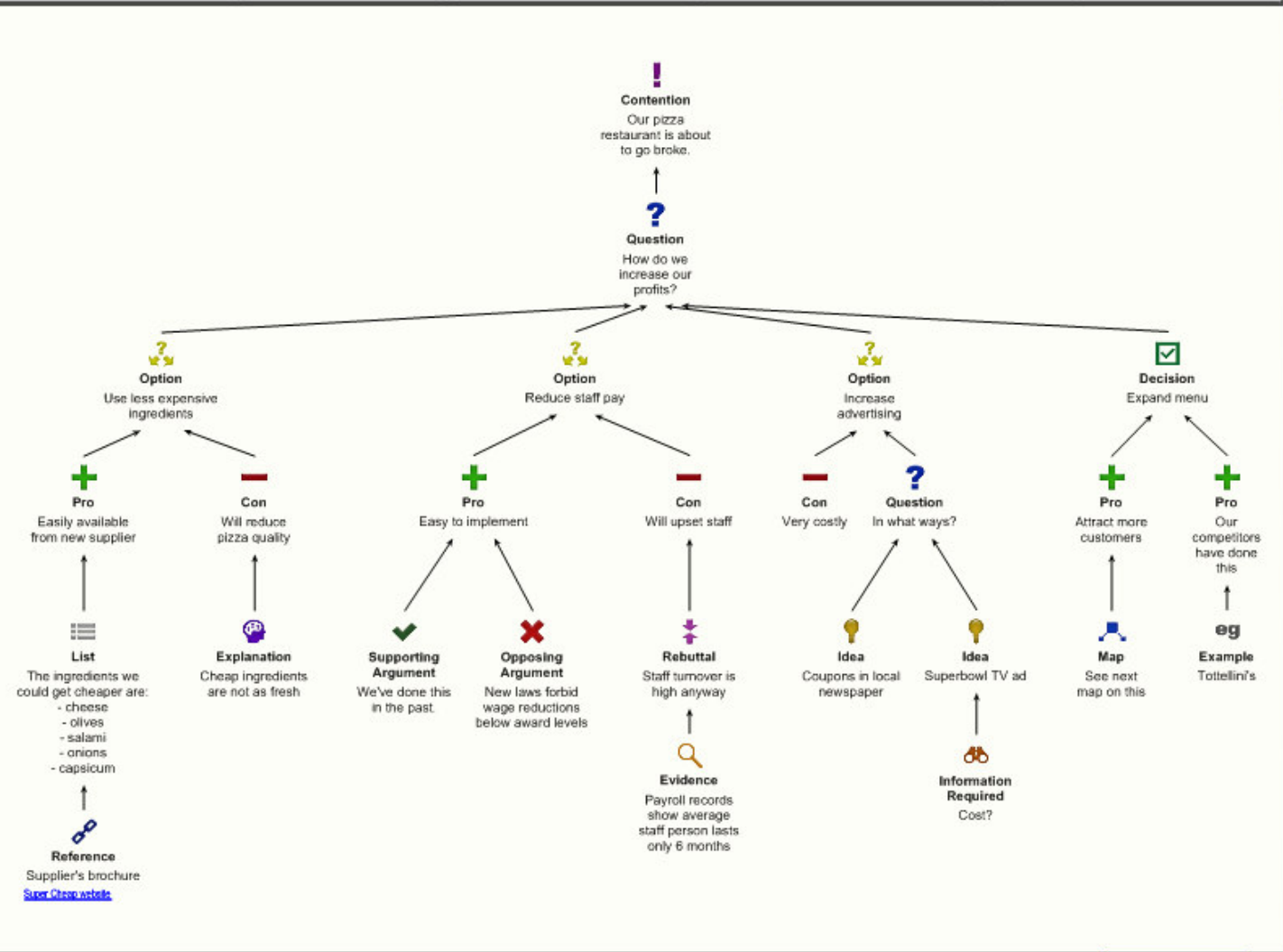
Reasoning

Extras

Examples

Legend Pizza

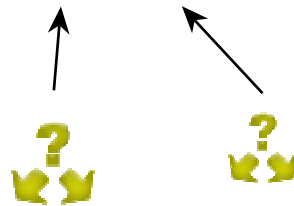
Free Form





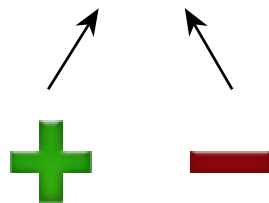
Question

How should I
make a business
decision?



Option

In my head



Pro

Fast

Con

Hard



Question

How should I
make a business
decision?



Option

In my head



Pro

Fast



Con

Hard



Option

Using a bMap



Pro

Information all
in one place.



Pro

Stable, simple
structure



Pro

Can see what I've
got - and what I
don't have



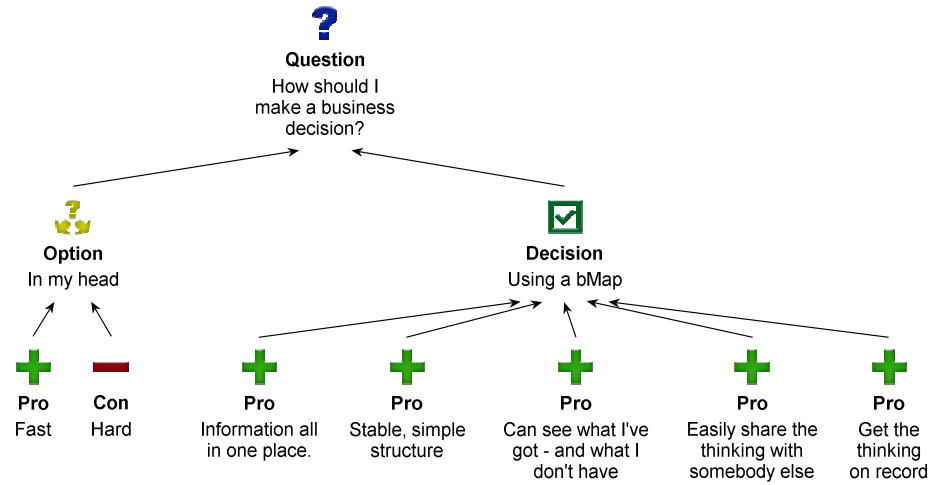
Pro

Easily share the
thinking with
somebody else



Pro

Get the
thinking
on record



Text Panel [X]

Explore Summary Outline Scratchpad Notes

Include Analysis Refresh

Copy All

Decision Summary

How should I make a business decision?

- * In my head, *or*
- * Using a bMap

Decision: Using a bMap **because:** information all in one place; stable, simple structure; can see what I've got - and what I don't have; easily share the thinking with somebody else; get the thinking on record.

Contention

The Defendant must compensate the Plaintiff.

Contention
The facts in this case, show that the Defendant was negligent.

Contention
For punitive damages, the issue of "why / choice" reason for Defendant's conduct becomes important.

Supporting Argument

Element 1 (note that elements can have multiple interpretations)

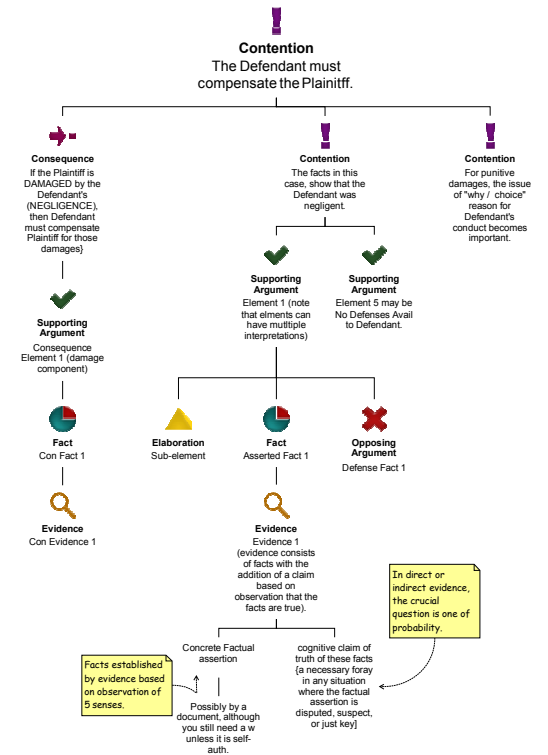
Supporting Argument

Element 5 may be No Defenses Avail to Defendant.

Elaboration
Sub-element

Fact
Asserted Fact 1

Opposing Argument
Defense Fact 1



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bCISIVE

The Decision is Easy!

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