



3 Decisions in 30 Minutes

March 10, 2011

Agenda

- 🌀 Introduction
- 🌀 Investment Portfolio Planning: **McNeil Nutritionals**
- 🌀 Procurement: **National Grid**
- 🌀 Player Selection: **Green Bay Packers**
- 🌀 Closing

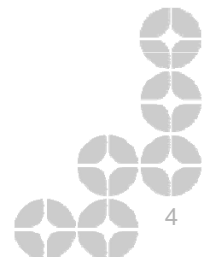
How will you **evaluate, prioritize, and select** the best *projects, people or ideas that will deliver the greatest value to your organization?*

About Decision Lens









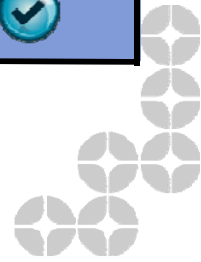
Decision Lens is a decision-support solutions provider based in Arlington, Virginia with...

- ✦ A software solution and an advanced process for **group decision-making** based on a proven and robust methodology
- ✦ A technique for **quickly collecting and synthesizing** qualitative and quantitative information from multiple data sources and stakeholders for trade-off, prioritization and/or resource allocation decisions
- ✦ An approach to **quantifying** and **making explicit** the subjectivity that is part of all decision-making in order to use experience and judgment more effectively



Final Launch Verticals

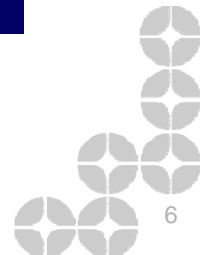
	Aerospace and Engineering	Pharma and Life Sciences	Consumer Products	Energy And Utilities	Transportation	
Horizontal Capabilities						
Strategic Planning	✓	✓	✓	✓	✓	✓
R&D/Innovation	✓	✓	✓	✓		✓
Product Portfolio Planning	✓	✓	✓	✓		✓
Capital Planning	✓			✓	✓	
Trade Studies and Requirements Analysis	✓					✓
Vendor Selection and Procurement	✓	✓	✓	✓	✓	✓



Customer Qualifications



The benefit of foresight.



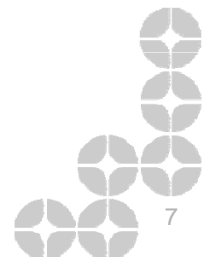
Investment Portfolio Planning--McNeil Nutritionals



- ✦ Industry: Consumer Product Goods
- ✦ McNeil Nutritionals, LLC is a global marketer of innovative nutritional products --entering the FY07 planning cycle, senior management was presented with over **75 possible new product investments**.

They believed their existing process did not adequately address the complexity of **determining the optimal investments** to meet their strategic and financial goals.

- ✦ The Decision Lens process revealed that in order to achieve growth goals McNeil has to invest more into products for new markets than had previously been explicitly considered

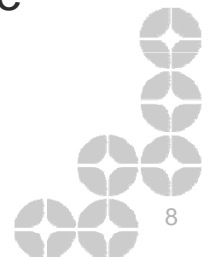


Procurement: National Grid



- ✦ Industry: Energy & Utilities
- ✦ National Grid, an international energy delivery company with over 3 million electrical power customers in the United States was faced with the difficult decision of selecting a new **power transmission and delivery systems**.
- ✦ With Decision Lens, National Grid could easily **evaluate the vendors with specific comments** provisioned as relative "strengths" or "weaknesses" of each vendor against each established criterion.

The final result was a quantified "best value" score among the vendors, with "**what-if**" **analyses** that were performed to ensure the team had made the right decision.



Would you rather...

choose the
fastest player on
the field who
scores **countless
points**—but *never
shows up on time?*

OR

choose the player
that **fits best** with
teammates and
coaches and has a
positive attitude —
but is *injury prone?*

Player Selection: Green Bay Packers

Selecting and managing talent is complex

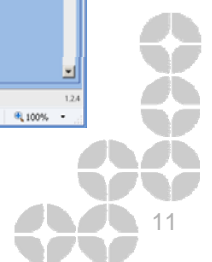
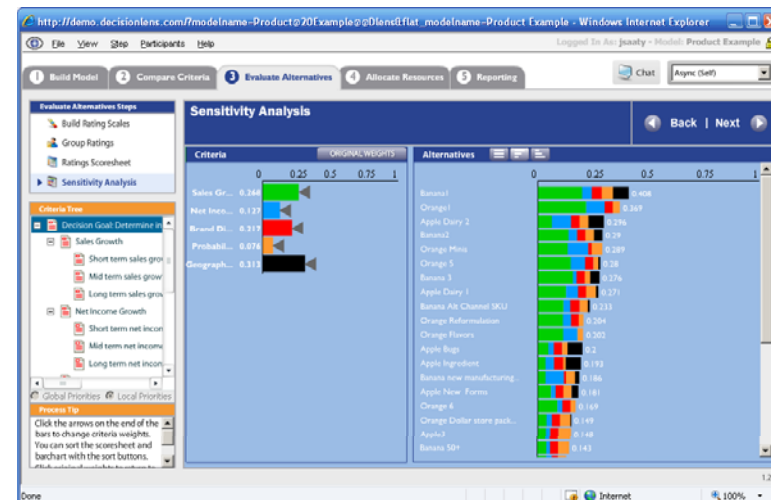
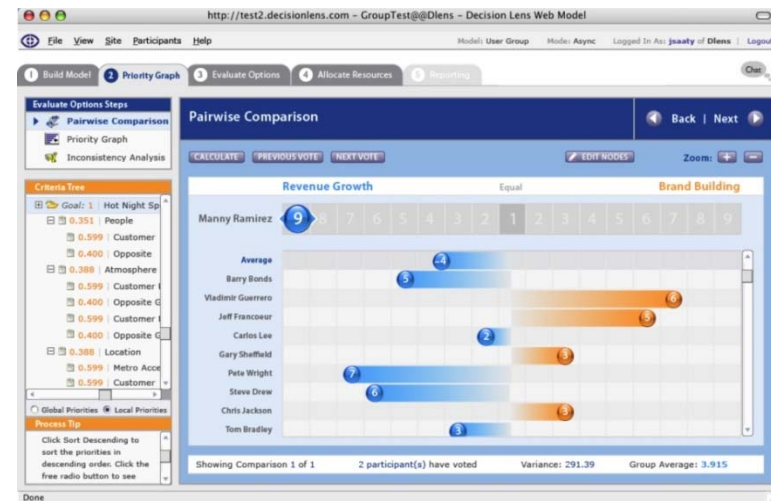


green bay
packers

- The need for a consistent, structured process within the organization to ***align player selection with the needs of the team***
- How to evaluate player candidates on both ***quantitative and qualitative*** evaluation criteria, i.e.:
 - Physical attributes: speed, height, weight etc.
 - Intangibles: fit with team, big play ability, leadership etc.
 - Stats and performance: career scoring record, number of wins , etc.
 - Character: attitude, work ethic, personal history, etc.
- How to collaboratively ***pull together experience and judgment for the evaluation*** – ownership, management, coaching staff, players, etc.

Decision Lens Approach

- Facilitating key leaders to identify **decision-making criteria** that will allow your team to make key **trade-offs**
- Decision makers can start to evaluate candidates on **multiple dimensions** at the same time to better understand their overall value or **'fit' with the team's priorities**
- Equipped with **'what-if'** graphical sensitivity analysis to support leadership in **evaluating the portfolio of candidates** for a position against a variety of scenarios.
- Improve transparency of key decisions - provides a repeatable method of tracking, auditing and **improving your team over time**



Next Steps

Please follow up with **Carolyn Volper at 703-253-6121 or cvolper@decisionlens.com** and she will put you in touch with the subject matter expert for your particular interests

- ☉ Thank you for joining us today!
- ☉ Powerpoint presentation slides will be emailed later this week
- ☉ For additional materials please visit <http://decisionlens.com/resources>