



10th | **SENSOMETRICS**

Making decisions in the business world

Wednesday, July 28, 2010

11.00-12.30 Parallel 2

Chair: Chris Findlay

Findlay's Rules

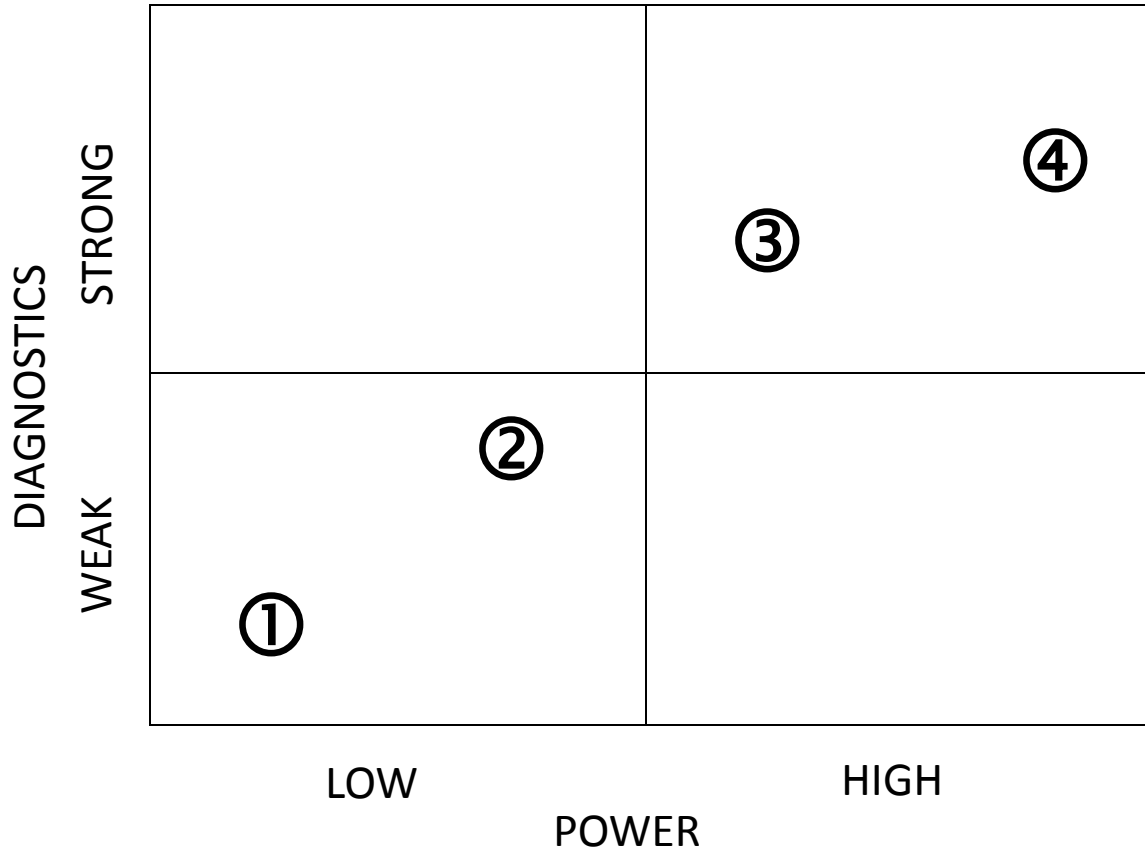
1. Keep it simple (KISS)
2. Make it actionable (MIA)
3. Educate or Train?
4. Apply Best Practices

The BIG question

Yes it is significant,

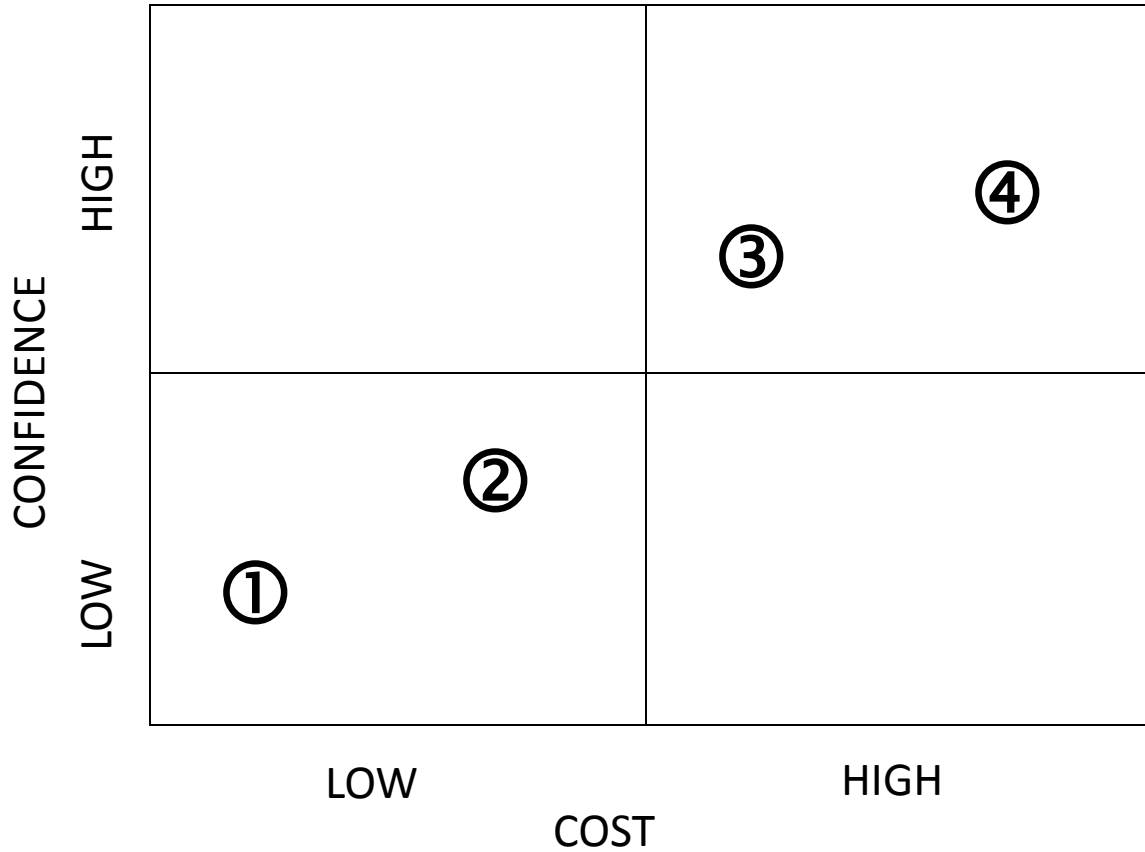
But is it **IMPORTANT?**

Diagnostic Strength versus Power of Test



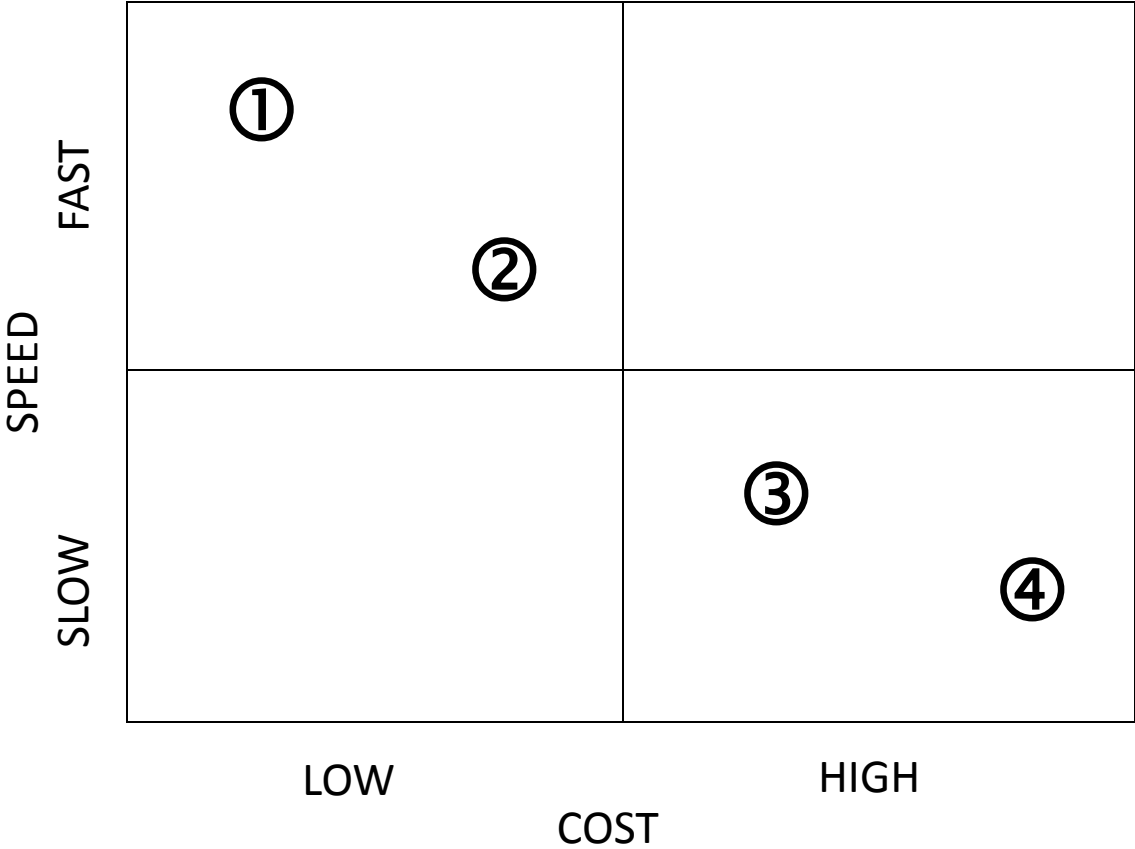
Methods: ① In/Out ② Ratings ③ Scoring ④ Descriptive

Confidence versus Cost



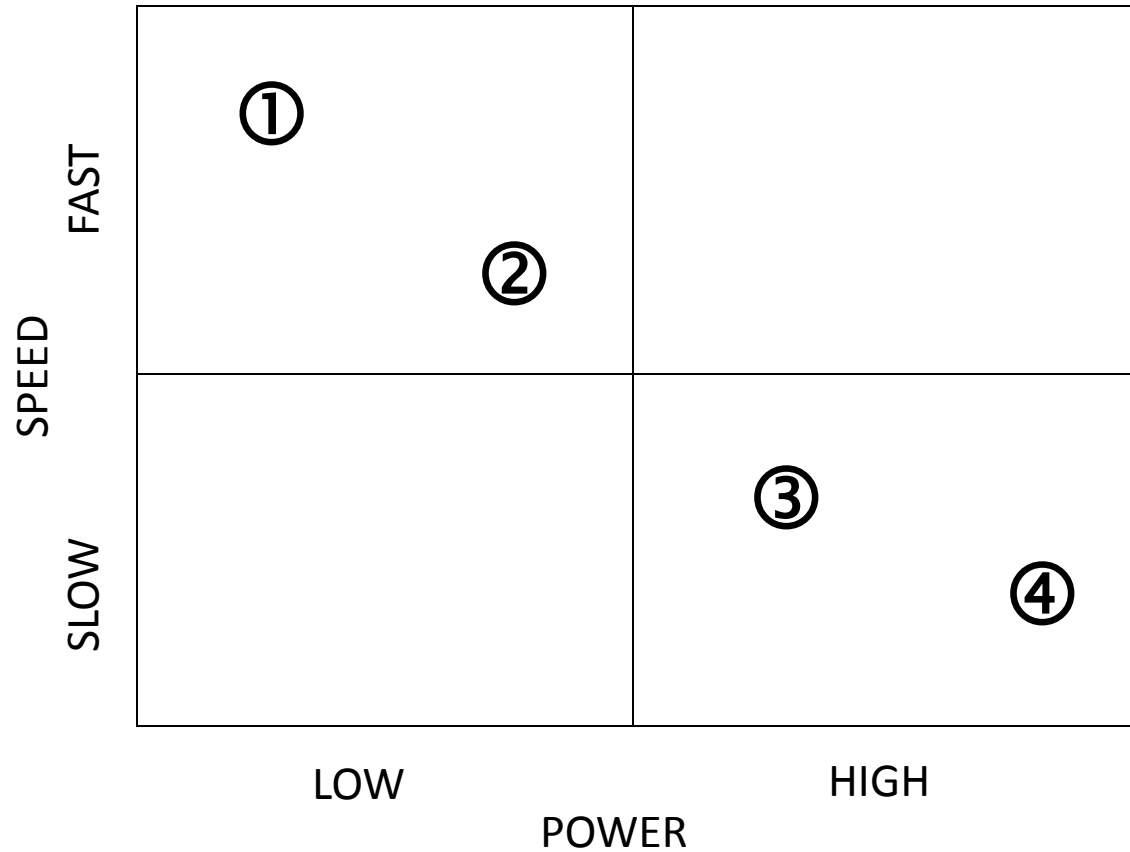
Methods: ① In/Out ② Ratings ③ Scoring ④ Descriptive

Speed of Test versus Cost



Methods: ① In/Out ② Ratings ③ Scoring ④ Descriptive

Speed of Test versus Power of Test



Methods: ① In/Out ② Ratings ③ Scoring ④ Descriptive