



Point★ Wizard can help you make decisions ...

In business and government, decisions involving multiple criteria are the most difficult to make and yet the most important. Determining each criterion's importance relative to the others requires expert judgement. And yet there is often no robust methodology to do this in a systematic, transparent and repeatable way. *Point★ Wizard* was developed for this purpose.

Consider the example of deciding which job candidate to hire. The problem for the decision maker is determining the relative importance of the relevant criteria – *qualifications, experience and enthusiasm*, for example – so that when they are combined, the candidates are ranked. As below, whether *Peter* is 'better' than *Fran* depends on whether *qualifications* is more important than *enthusiasm*, or vice versa.

criteria	<i>Peter</i>	<i>Fran</i>
<i>Qualifications</i>	'good'	'poor'
<i>Experience</i>	'average'	'average'
<i>Enthusiasm</i>	'poor'	'good'

Imagine how complicated this decision would be if, instead of only 3 criteria and 2 candidates, there were 5 criteria and 50 candidates, or more.

What is extraordinary about *Point★ Wizard* is that it lets you, the decision maker, determine the relative importance of the criteria that are relevant to your decision in a cognitively simple and intuitive way. The end result is your preferences are represented exactly, leading to better decision-making.

To use *Point★ Wizard*, all you have to do is specify your decision criteria and then answer some simple questions. *Point★ Wizard*'s simple user interface masks the sophistication of its algorithms (developed after many years of research that began in the health sector – where patient prioritisation decisions are crucial).

A revolutionary new approach to decision-making ...

a	Highest educational qualification
1	No qualifications
2	School leaving certificate
3	Batchelors degree
4	Masters/doctorate
b	Amount of experience
1	< 1 year
2	1 to 5 years
3	> 5 years
c	Energy and enthusiasm
1	Poor
2	Good
d	Social skills
1	Not personable
2	Personable
e	Quality of references
1	Poor
2	Average
3	Good

First, specify your criteria
Point★ Wizard begins by asking you to specify as many criteria that are relevant to your decision as you want – in plain English and in qualitative or quantitative terms.

In the screen on the left, for example, there are 5 criteria with 2, 3 or 4 categories each.

Instead of you 'guessing' the relative importance of the criteria – their weights or scores – *Point★ Wizard* enables you to determine them in a systematic, transparent and repeatable way.

Next, answer a series of simple questions

After you have specified your criteria, *Point★ Wizard* asks you to choose between 2 candidates (or 'alternatives', in general), where each is described according to just 2 criteria at a time.

Who would you prefer to hire?

a Highest educational qualification No qualifications	or	a Highest educational qualification Batchelors degree
c Energy and enthusiasm Good		c Energy and enthusiasm Poor
This one		This one
They are equal		

This simple question is repeated with different alternatives until enough information about your preferences has been collected. In this example about 20 answers would be required (although you may supply more if you wish).

Finally, use *Point★ Wizard* to rank your alternatives

You may describe each candidate or alternative that you are considering either before or after answering the questions. After you have answered them, *Point★ Wizard* scores each candidate and ranks them automatically.

Name	Criteria					Score
	Highest educational qualification	Amount of experience	Energy and enthusiasm	Social skills	Quality of references	
Legolas Greenleaf	Masters/d	> 5 years	Good	Personabl	Poor	9
Frodo Baggins	Masters/d	1 to 5 yea	Good	Not perso	Good	8
Arwen	Batchelor:	> 5 years	Good	Not perso	Average	7
Pippin Took	Masters/d	1 to 5 yea	Poor	Not perso	Good	6
Bilbo Baggins	No qualific	1 to 5 yea	Poor	Personabl	Good	5
Sam Gamgee	Batchelor:	> 5 years	Poor	Not perso	Average	5
Galadriel	Batchelor:	< 1 year	Poor	Not perso	Average	3

As well, a points or scoring system is produced that may be used for ranking many alternatives that may not yet be known to you (e.g. with potentially 100s, 1000s or millions of alternatives).

Point★ Wizard applications

Human resource management is just one of many possible applications for *Point★ Wizard*. Its flexibility and sophistication is reflected in its wide variety of current uses, including:

- identification of new products for commercialisation
- prioritisation of patients for publicly funded health care
- evaluation of transport infrastructure spending priorities
- project appraisals in the petro-chemical industry
- management of natural and heritage sites
- selection of university scholarship recipients
- investigation of development options for New Zealand and East Timor respectively

How can *Point★ Wizard* be accessed?

Point★ Wizard is available as a subscription system that can be accessed by secure logins via the Internet. The *Point★ Wizard* professional services group is available for onsite consulting and training to assist you get the most out of *Point★ Wizard*.