

# Learning Decision Thinking by Doing Decision Thinking



Exercise Book (v2.0) 2.24

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## **African-European Digital Innovation Bridge Network (AEDIB|NET)**

This Guide has been developed as part of AEDIB|NET consortium with funding from EU Horizon 2020. AEDIB aims to create and strengthen a common African European digital innovation ecosystem, notably through inspiring the dialogue between digital policy makers and innovators across Africa and Europe.

**Innovation for Policy Foundation** is at the forefront of reimagining governance and the role of citizens. By championing innovation in decision-making and public participation, we aim to bridge the gap between citizens and institutions, ensuring that governance is effective, inclusive, transparent, and responsive. Our goal is to bring citizens, communities and governments together to co-create the future.

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# INTERVIEW YOUR PARTNER

## Guidance

1. This is your chance to understand your partner's needs, experiences and motivations to determine their perfect holiday
2. Watch the watcher. Try to pause any judgements and our natural progression into problem-solving mode. Empathize with your partner.
3. Forget assumptions, stereotypes, or anything you thought you knew about your partner. Seek to understand your partner.
4. Avoid yes/no questions.
5. Avoid leading questions.

### Some sample questions:

- What was your favorite holiday? What did you like about it? Why?
- What was your least favorite holiday? What didn't you like? Why?
- What type of traveler are you?
- What do you hope to get out of your holidays? Why is this important to you?



# DEFINE PROBLEM STATEMENT

Complete the template using your insights and learnings from the interview.

This exercise is about defining the problem, not solving it yet.



\_\_\_\_\_ (write partner's name here)

**wants to take a holiday to ...** \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_ (write partner's needs and wants here)

**mindful of...** \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_ (write important insights and considerations here)



# DEVELOP HOLIDAY PLAN




# HOLIDAY PLANNING AS A PROCESS

## Agenda Setting

## Drafting

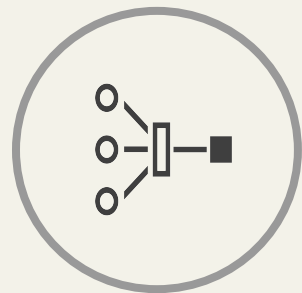
## Decision-making



**Care**



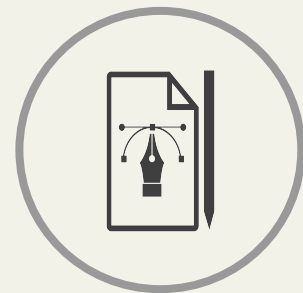
**Initiate**



**Define**



**Ideate**



**Develop**



**Review**



**Propose**



**Adopt**

**1. Empathize**

**2. Set a vision**

**3. Interview**

**4. Define  
Problem  
Statement**

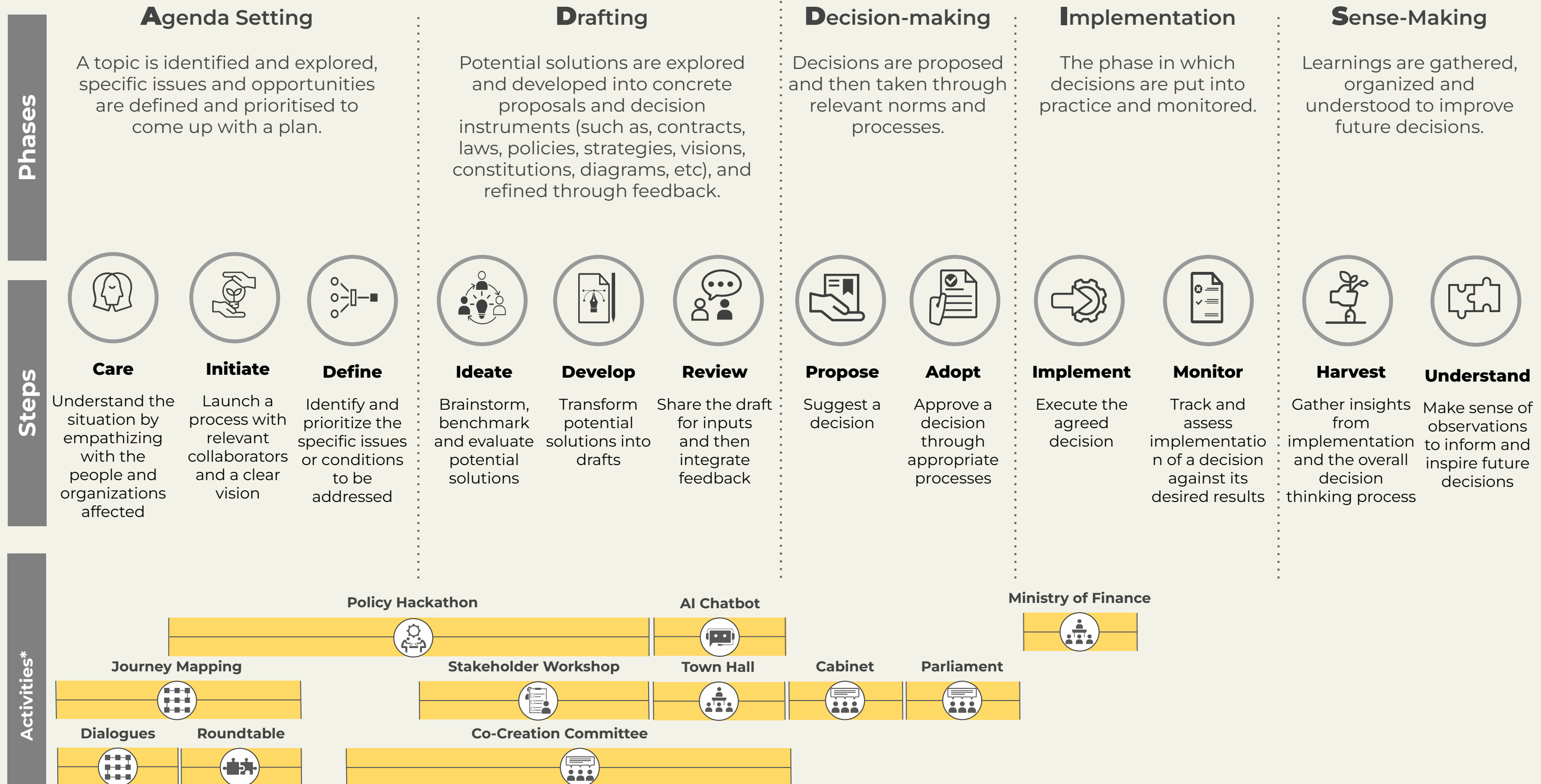
**5. Develop Holiday Plan**

**6. Give Holiday Plan**



Write down your ideas for how this holiday-deciding process could have been more participatory. What other activities could you imagine?

# Overview of the Participatory Process to Co-Create the Senegal Startup Act



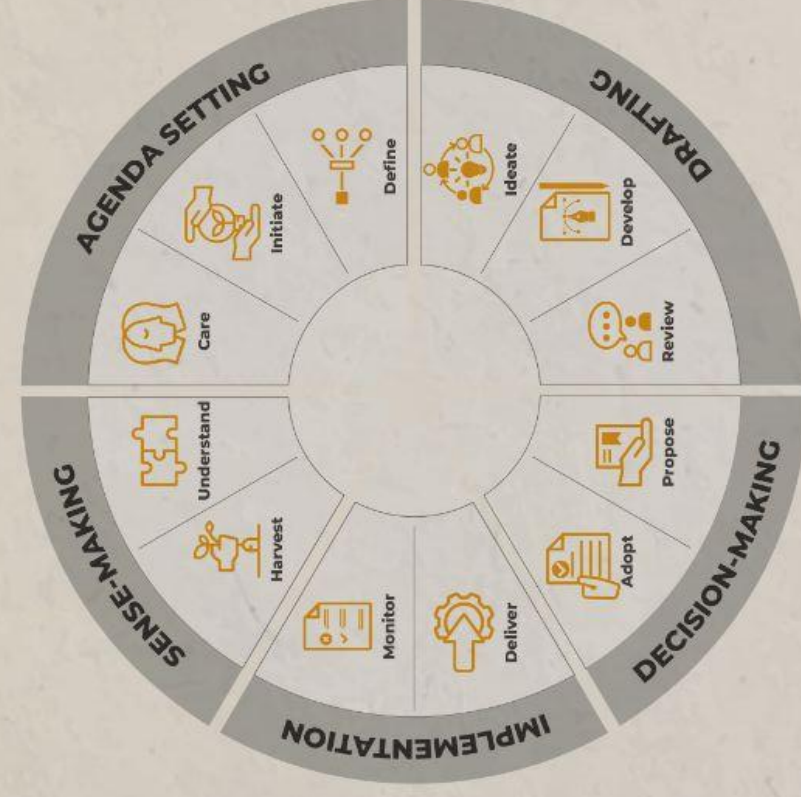
**Senegal Case Study (ADDIS Process)**  
 Source: Innovation for Policy Foundation, 2023.  
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\* These are the activities that were organized to co-create the national Startup Act in Senegal. This is not a recommended recipe for a participatory process, just one stylized example of how *Decision Thinking* can be used to map a policy process in service of hacking in more inclusive participation.

# Decision Thinking

## the ADDIS Process



**Decision Thinking** is the application of a mental model, or a set of heuristics, for intentionally approaching, considering and taking a decision. The concept was originally developed for public decision making—to empower citizens, communities, and civil servants to understand, own and re-imagine their decision-making processes—but can be applied to a range of decisions from the individual to the global.

**ADDIS** is an approach to decision thinking developed by Innovation for Policy Foundation (i4Policy). It brings together approaches from modern and traditional policy cycle frameworks with the iterative, non-linear and modular nature of design thinking.

The framework is ideologically agnostic, not presupposing a particular form of governance, but it often leads to greater inclusion and participation in public problem-solving on instrumental grounds (because inclusion and participation produce knowledge, or epistemic value, and therefore better policy delivery and outcomes) and normative ones (recognizing that inclusion and participation are often themselves intrinsic goals).

Decision Thinking has been developed by Innovation for Policy Foundation (i4Policy) thanks to support from the European Commission, Horizon 2020, as part of the African European Digital Innovation Bridge Network (AEDIB NET).

PHASES	Care	Initiate	Define
<b>A</b> genda setting A topic is identified and explored, specific issues and opportunities are defined and prioritised to come up with a plan.	Understand the situation by empathizing with the people and organizations affected	Launch a process with relevant collaborators and a clear vision	Identify and prioritize the specific issues or conditions to be addressed
<b>D</b> rafting Potential solutions are explored and developed into concrete proposals and decision instruments, and refined through feedback.	Brainstorm, benchmark and evaluate potential solutions	Transform potential solutions into drafts	Share the draft for inputs and then integrate feedback
<b>D</b> ecision-making Decisions are proposed and then taken through relevant norms and processes.	Suggest a decision	Approve a decision through appropriate processes	
<b>I</b> mplementation The phase in which decisions are put into practice and monitored.	Execute the agreed decision	Track and assess implementation of a decision against its desired results	
<b>S</b> ense-making Learnings are gathered, organized and understood to improve future decisions.	Gather insights from implementation and the overall decision thinking process	Make sense of observations to inform and inspire future decisions	

### About i4Policy

Innovation for Policy Foundation (i4Policy) is a pan-African charitable foundation that brings citizens, communities and governments together to co-create their future. i4Policy has hosted and supported more than a dozen participatory regulatory reform processes to promote entrepreneurship, and has trained thousands of leaders across more than 80 countries.

From co-initiating and coordinating the Global Assembly, to launching a viral crowdsourcing campaign during the covid-19 pandemic that reached more than 250m people, i4Policy works to amplify people power to address the greatest challenges and opportunities of our generation.



**ADDIS Process (i4Policy Process v5.3)**  
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