INTRODUCTION
OBJECTIVE RANKING TOOL

To choose

Which option and why?

Objective Ranking Tool (ORT) supports

In any form of decision making and comparison

What is your question?

- Which decision I have to take…
- Which stakeholders are needed…
- Which criteria I want to involve…
- Are all criteria equally important…
- Which alternatives I want to judge…
- How can I take any decision…
- Can I justify my choices…

Objective Ranking Tool (ORT)

- Similarity Judgment as the underlying principle

- Calculationmodel developed to compare several alternatives

- Elements

  - Reference tab

  - Scoring tab

  - Result tab

Reference tab

Object	Risk class
Reference	1
A	1
B	3
C	2
D	4
E	3
F	3
G	3
H	4
I	4
J	1
K	1
L	1
M	1
N	5
O	1
P	2
Q	1

Relative weight (in 5 classes)	A correction to judge a inquality between alternatives
50%	1
35%	2
30%	3
20%	4
5%	5

Score tab

Score Matrix	Objects ->	Weighting actor per criterium	Reference	A	B	C
			1	3	2	4
First category	Criterium 1	5%	1	1	1	1
	Criterium 2	35%	1	1	1	1
	Criterium 3	35%	1	0	0	1
35%	Criterium 4	25%	1	0	0	0
	Additional criteria with	0%	0	0	0	0
	weightfactors	0%	0	0	0	0

Result tab

Legenda Color	Similarity Matrix	Referencee	A	B	C
> 0,95	Reference	1	0,58412	0,593567	0,832813
> 0,90	A	0,735359	1	0,892341	0,796807
> 0,85	B	0,69685	0,893756	1	0,719079
> 0,80	C	0,913133	0,77433	0,690772	1
	D	0,655877	0,65252	0,680323	0,559083
	E	0,799087	0,858513	0,764195	0,734239
	F	0,743802	0,989189	0,883944	0,785055
	G	0,650852	0,81457	0,697147	0,605911

Results

Similarity Matrix	Reference	A	J	M	L	K	O	D	P
Reference	1	0,93048	0,91891	0,89958	0,89196	0,88734	0,86039	0,79168	0,73578

- If demarcation: > 0,9
- Outcome is: A, J

- If demarcation: > 0,8
- Outcome is: A, J, M, L, K, O

Conclusion thesis

- Model theoretical substantiated in cognitive psychology, developed in 1977, still in use
- Conditions
  - Set of features
  - Reliable weighting of features
  - Relative ranking, no probability

Summary

- Objective allocation of choices

- Wide perspective of views

- Common process with relevant stakeholders

- Sensitively analysis possible

Principle broad applicable

- comparison in court ruling, molecule-structures

- Alertert locations, theft in buildings, risk for football matches

- Business continuity, investment decisions, critical infrastructure, uncertainty management

- Holiday- or carchoise…..