

# INSTRUCTIONS

A                      B                      C  
Limited                      Dominant

**Direct Science** [Direct engagement with scientists/in-house research publishable in peer-review journals]

**Indirect Science** [use of cat models, inputs from translators e.g. brokers, consultants]

**Science not primary** [claims experience, 'gut feel', personal judgement on past business experience]

**C** = organization makes decisions dominated by direct science

**A** = organization's decision making has limited input from indirect science

**Seniority of decision maker**      1 = Analyst, 2 = Team Leader, 3 = Senior Manager, 4 = CEO/board

**Time-scale to make decision**      (hours / days / weeks / months)

**Examples:** **C**,1,w      A,3,d