

Kepner-Tregoe Methodology

Skorkovský

Department of business economy

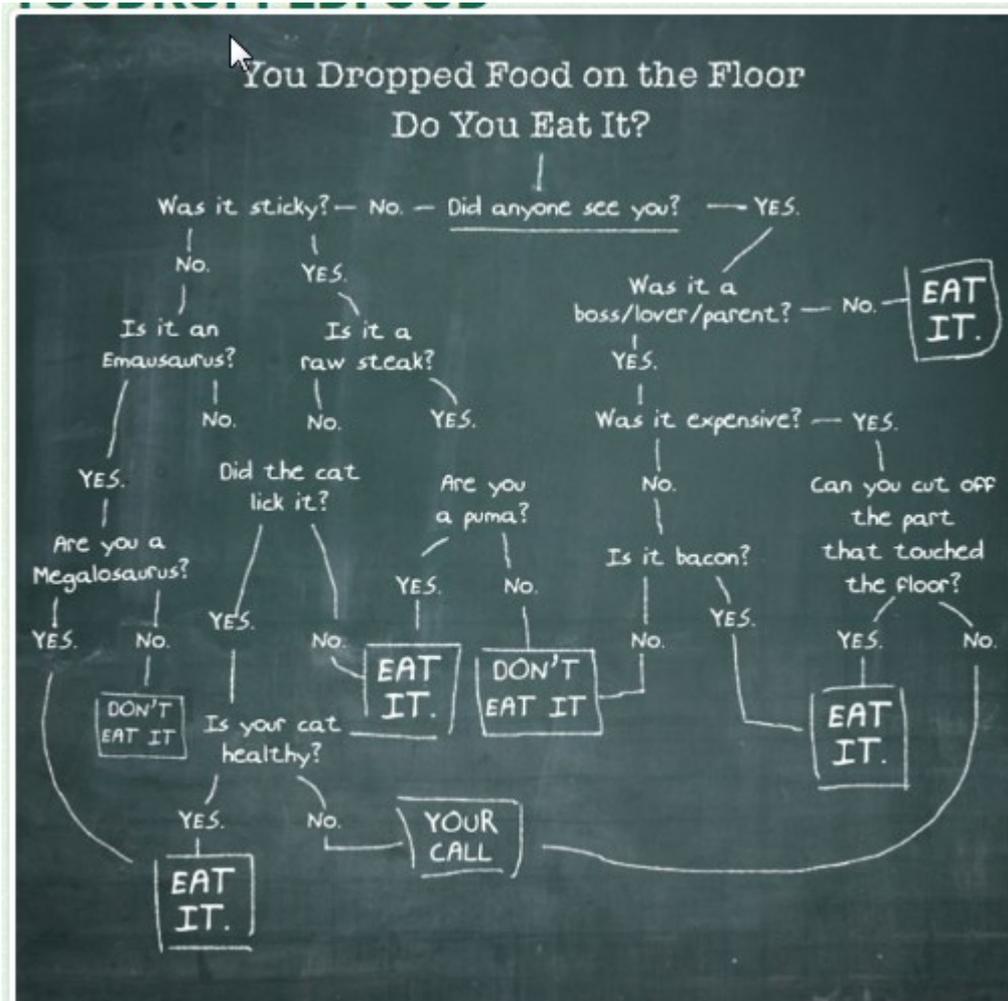
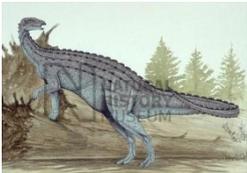
Developed by Charles H. Kepner and Benjamin
B. Tregoe in the 1960s.

Apollo 13 – Houston, Houston, do you read me ? We have a big problem....!



The Apollo 13 team is famous for bringing back the astronauts stranded in space by solving difficult and complex problems. The teams solving the problems has used the Kepner-Tregoe (KT) methodology !

Decision Analysis –serious one



Sticky- lepkavý
Lick – olíznout

What is it K-T methodology ?

Kepner Tregoe is used for decision making .

It is a structured methodology for gathering information and prioritizing and evaluating it.

It is very detailed and complex method applicable in many areas, which is much broader than just idea selection.

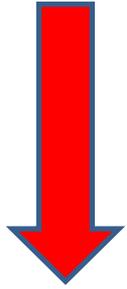
It is called also a **root cause analysis** and decision-making method.

It is a step-by-step approach for systematically solving problems, making decisions, and analyzing potential risks.

Access situation (situation appraisal)

- Identify concerns (problems) by listing them
- Separate the level of concern (**importance**, **magnitude**, level of **influence**)
- Set the priority level to measure seriousness of impacts (**influence**), urgency and growth potential
- Decide what action to take next (step by step approach)
- Plan for **who** is involved, **what** they will be doing, **where** they will be involved, **when** it happened and the **extent** of involvement (**magnitude**)

WHO WHAT WHEN WHERE EXTENT



Make decision (A choice between two or more alternatives)

- Identify what is being decided (o čem se bude rozhodovat)
- Establish and classify objectives (main ones, minor ones,..)- cíle
- Separate the objectives into **must** (must to have) and **want** (nice to have) categories (we have to assign **importance factors** from 1-10, where 10 is the most important **want** objective) and assign criterion rating (weights)
- Generate the alternatives (we can do it that way or we can take another way as well)
- Evaluate the alternatives by scoring the **wants** against the main objective – **see next slides** 
- Review adverse (harmful) consequences of your corrective steps (risk evaluation, risk assessment)
- Make the best possible choice **what to do**

Criteria rating

| "Must" Criteria | | Car 1 | | Car 2 | | Car 3 | | Car 4 |
|---------------------------|-------------|------------------|--------------------|------------------|--------------------|------------------|--------------------|-------|
| Cost under \$9,000 | | Yes | | Yes | | Yes | | Yes |
| Available within one week | | Yes | | Yes | | Yes | | No |
| | | Car 1 | | Car 2 | | Car 3 | | |
| "Want" Criteria | Importance* | Criterion rating | Weighted score | Criterion rating | Weighted score | Criterion rating | Weighted score | |
| Good gas mileage | 7 | 5 | $7 \times 5 = 35$ | 6 | $7 \times 6 = 42$ | 8 | $7 \times 8 = 56$ | |
| Sporty | 8 | 5 | $8 \times 5 = 40$ | 7 | $8 \times 7 = 56$ | 4 | $8 \times 4 = 32$ | |
| Color (blue) | 3 | 10 | $3 \times 10 = 30$ | 0 | $3 \times 0 = 0$ | 0 | $3 \times 0 = 0$ | |
| AM/FM stereo | 5 | 7 | $5 \times 7 = 35$ | 8 | $5 \times 8 = 40$ | 3 | $5 \times 3 = 15$ | |
| Good condition | 10 | 5 | $10 \times 5 = 50$ | 6 | $10 \times 6 = 60$ | 8 | $10 \times 8 = 80$ | |
| Low mileage | 6 | 6 | $6 \times 6 = 36$ | 4 | $6 \times 4 = 24$ | 5 | $6 \times 5 = 30$ | |
| Relatively new | 7 | 3 | $7 \times 3 = 21$ | 5 | $7 \times 5 = 35$ | 5 | $7 \times 5 = 35$ | |
| TOTAL WEIGHTED SCORE (WS) | | | 247 | | | 257 | 248 | |

See similar example on the next slide

Importance can be understood as a Satisfaction score, meaning desirable but not essential.

Criteria rating is related to want criteria and every car property

Which car to buy ?

| MUSTS | A | B | C | D |
|----------------|----------|----------|----------|----------|
| Power Brakes | GO | GO | GO | GO |
| Power Steering | GO | GO | GO | GO |
| AM/FM Stereo | GO | GO | NO GO | GO |
| Automatic | GO | GO | NO GO | GO |
| Under \$15,000 | GO | GO | GO | GO |

| WANTS | Weight | Score | W x S | Score | W x S | Score | W x S | Score | W x S |
|-----------------|--------|-------|------------|-------|------------|-------|-------|-------|------------|
| AirCon | 10 | 10 | 100 | 0 | 0 | | | 10 | 100 |
| Cassette | 7 | 6 | 42 | 10 | 70 | | | 10 | 70 |
| Antilock Brakes | 9 | 0 | 0 | 10 | 90 | | | 0 | 0 |
| Air Bag | 8 | 5 | 40 | 10 | 80 | | | 5 | 40 |
| Rear Demist | 6 | 10 | 60 | 0 | 0 | | | 0 | 0 |
| Engine Size | 6 | 8 | 48 | 6 | 36 | | | 10 | 60 |
| Central Lock | 5 | 5 | 25 | 10 | 50 | | | 5 | 25 |
| Metal Paint | 4 | 0 | 0 | 10 | 40 | | | 10 | 40 |
| Warranty | 8 | 10 | 80 | 7 | 56 | | | 3 | 24 |
| Resale Value | 7 | 7 | 49 | 7 | 49 | | | 4 | 28 |
| TOTALS | | | 444 | | 471 | | | | 387 |

Criterion rating

Importance score, meaning desirable but not essential.



See the Upcoming (approaching, next to come) and Potential Opportunity=solution=řešení)

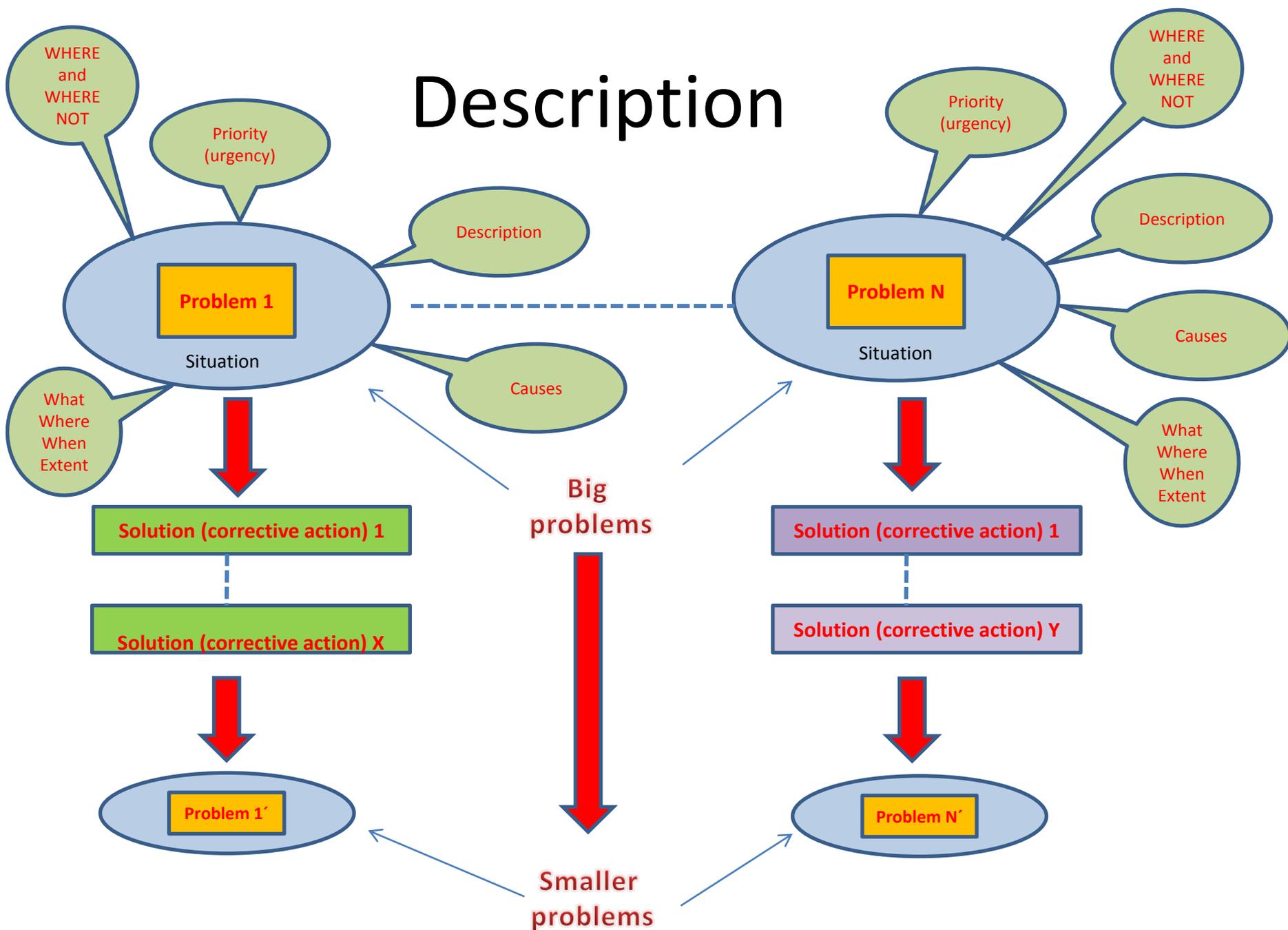
- List the potential opportunities $\mathbf{O}\{op1, \text{[yellow box]}, \dots, opN\}$
- Consider the possible(suitable)solution (e.g. the second one)
- Take the **action** to address the likely cause/solution
- Prepare actions to enhance(vylepšit) likely (possible) effects

Uncover and handle problems

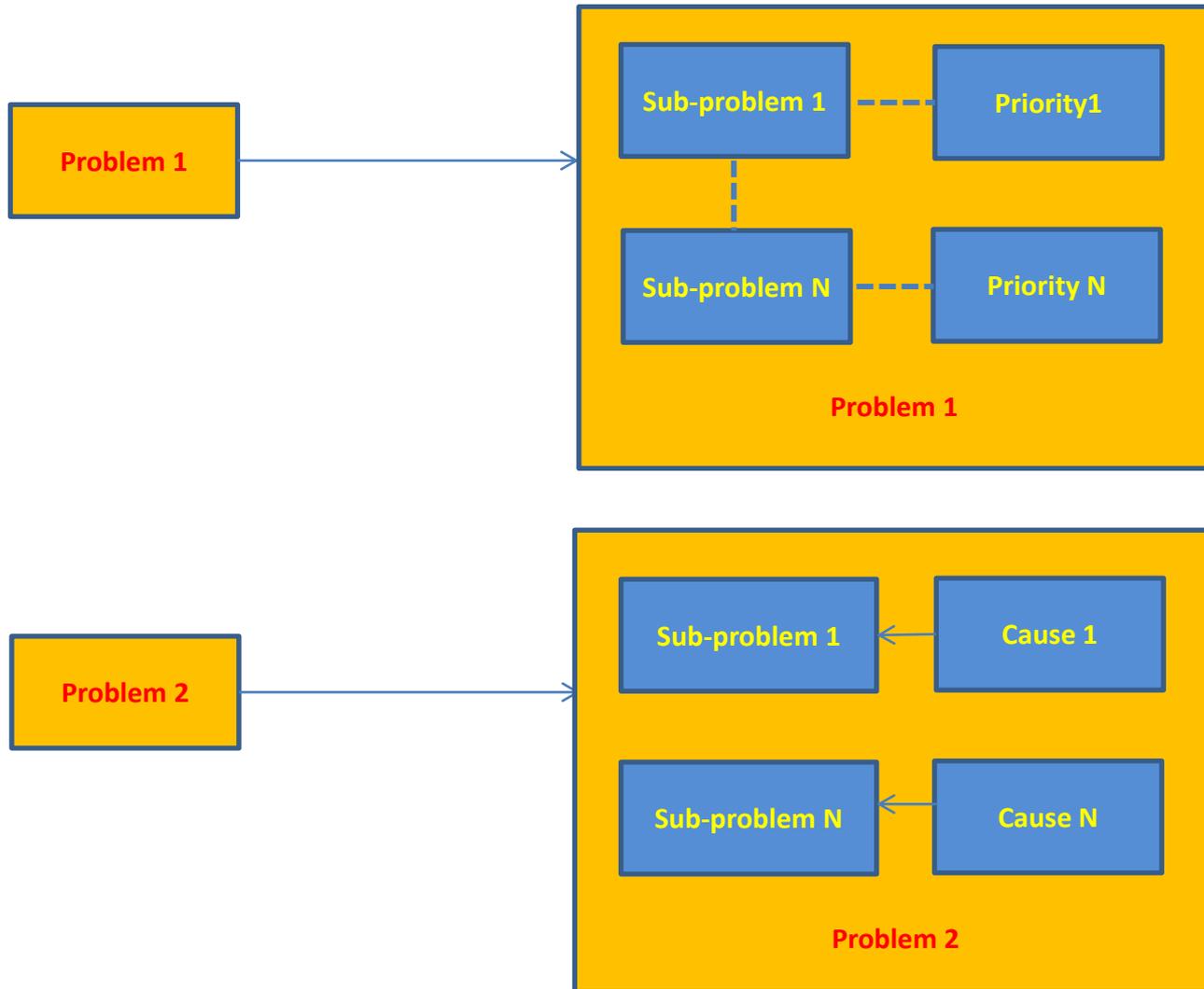
(problem analysis)

- State the problem (definition and description of the problem)
- Specify the problem by asking **what is** and **what is not**
- Develop possible causes of the problem (similar to CRT)
- Test and verify possible causes
- Determine the most probable cause (root cause)
- Verify any assumptions (předpoklady, domněnky,..)
- Try the best possible solution and monitor what will be a situation after applied correctives step

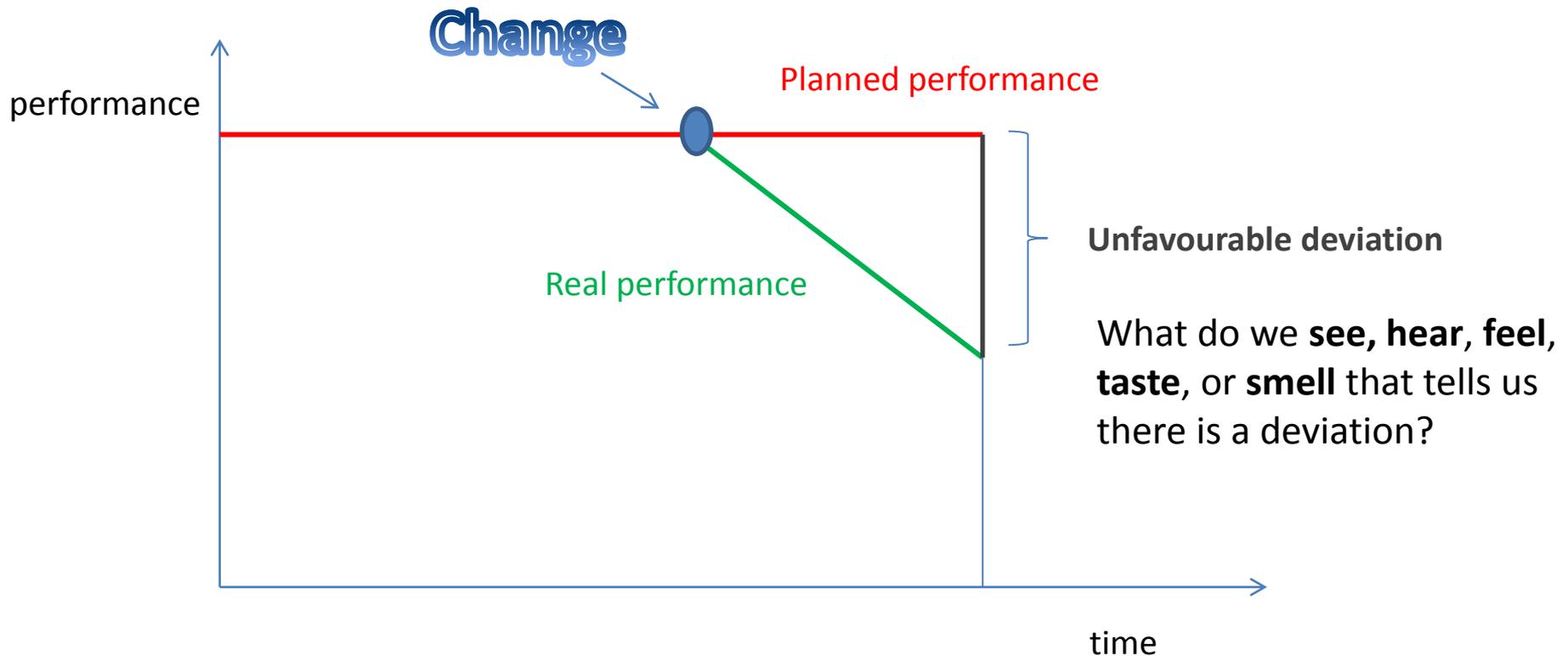
Description



Decomposition, priorities and causes



Example of problem manifestation (decrease of performance)



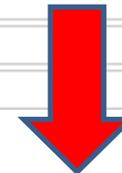
Final effect of the **Change** = PROBLEM (e.g. server crashed)

Then we have to ask : *What, Where, When, and to what Extent –Size (how much, how many)?*

Server crashed !!!! (home study !!!)

- Server crashed (this is a very poor problem definition)
- The e-mail system crashed after the 3rd shift support engineer applied hot-fix XYZ to Exchange Server 123 (better definition of the problem)

| | IS | COULD BE but IS NOT | DIFFERENCES | CHANGES |
|--------|----------------------|---|-------------|---------|
| WHAT | System failure | Similar systems/situations not failed | ? | ? |
| WHERE | Failure location | Other locations that did not fail | ? | ? |
| WHEN | Failure time | Other times where failure did not occur | ? | ? |
| EXTENT | Other failed systems | Other systems without failure | ? | ? |



| | IS | COULD BE but IS NOT | DIFFERENCES | CHANGES |
|--------|---|--|--|---|
| WHAT | Exchange Server 123 crashed upon application of hot-fix XYZ | Other Exchange Servers getting hot-fix XYZ | Different staff (3rd shift) applied this hot-fix | New patch procedure from vendor |
| WHERE | 3rd floor production room without vendor/contractor support | Anywhere else with vendor/contractor support | Normally done by vendor | New procedure, first time 3rd shift applies hot-fixes |
| WHEN | Last night, 1:35am | Any other time or location | None noted | |
| EXTENT | Any Exchange Server on 3rd floor | Other servers | | |

History (and best practice) says that the root cause of the problem is probably due to some **recent change**. **WHAT, WHERE, WHEN and EXTENT will be shown on next slides**

Test the Most Probable Cause (home study !!!)

Clarifying problem Analysis (example)

| Potential root cause: | True if: | Probable root cause? |
|---|---|----------------------|
| Exchange Server 123 has something wrong with it | Only Exchange Server 123 has this problem | Maybe |
| Procedure incorrect | Same procedure crashes another server | Probably |
| Technician error | Problem did not always reoccur | Probably not |

We have to ask (where Qi =QUESTION i) :

| Question | IS | IS NOT |
|---------------------------|----|--------|
| <i>What (identify)</i> | Q1 | Q2 |
| <i>Where (locate)</i> | Q3 | Q4 |
| <i>When (timing)</i> | Q5 | Q6 |
| <i>Extent (magnitude)</i> | Q7 | Q8 |



Problem Analysis - What

Is

- What specific object(s) has the deviation?
- What is the specific deviation?

Example for Is :

1. What specific **object IS** related to the defect?
Inventory Valuation Objects in **database A**
2. What specifically is the defect (deviation)?
Inventory Adjustment does not work

1-> see setup of the database and see differences
2-> see algorithm used for calculation and parameters used.
You can see, that in production calculation it does not work

Is Not

- What similar object(s) could have the deviation, **but does not? (It did not happen)**
- What other deviations could be reasonably observed, **but are not? (It did not happen)**

Example for Is Not :

1. What specific **object IS NOT** related to the defect?
Inventory Valuation Objects in **database B**
2. What specifically is not the defect (deviation)?

1 -> Setup has another parameters On
2-> Algorithm is used also for production where not error occurs

See two MS Dynamics Setup screens (related to the problem specified recently)

Inventory Setup

General Location Dimensions Numbering

Automatic Cost Posting .

Expected Cost Posting...

Automatic Cost Adjust... **Never** ▼

Average Cost Calc. Type Item ▼

Average Cost Period . . Day ▼

Copy Comments Order...

Copy Comments Order...

Outbound Whse. Han...

Inbound Whse. Handli...

Help

Inventory Setup

General Location Dimensions Numbering

Automatic Cost Posting .

Expected Cost Posting...

Automatic Cost Adjust... **Always** ▼

Average Cost Calc. Type Item ▼

Average Cost Period . . Day ▼

Copy Comments Order...

Copy Comments Order...

Outbound Whse. Han...

Inbound Whse. Handli...

Help

Problem Analysis - **What**

Is

- **What** specific object(s) has the deviation?



- **What** is the specific deviation? - bites on the neck

Example for **Is** :

1. Nice young girl's neck and strange look of anemic person



Is Not

- What similar object(s) could have the deviation, **but does not? (It did not happen)**



What is the specific deviation? **but does not? (It did not happen) – bites, anemia**

Example of **Is Not** :

1. Girl with garlic in her hands
2. No bites
3. Zaftig



Another example for **What IS** and **What IS NOT**

Example I.

Customer **X** and Customer **Y** both use product B but only to customer X was sent the wrong product so the object **IS** Customer X, but **IS NOT** Customer Y

Example II.

IS girl visited Dracula lower castle without a bunch of garlic, but **IS NOT** not the one having bunch of garlic and visiting Špiberk castle in Brno

Problem Analysis - **Where**

Is

- Where is the object when the deviation is observed? (geographically)
- Where is the deviation on the object?

Example for **Is** :

1. Old castle in the mountains (Romania)

Where IS : Romanian Carpathian mountains where **it is** very easy to meet a lot of vampires there

Is Not

- Where else could the object be when the deviation is observed, **but is not?**
- Where else could the deviation be located on the object, **but is not?**

Example for **Is Not**

1. Brno castle Špilberk

Where **IS NOT** possible to meet vampires (only lovers and children and seniors)

Problem Analysis - **When**

Is

- When was the deviation observed first (clock and calendar time)?
- When since that time has the deviation been observed?
- When, in the object's history or life cycle, was the deviation observed first?

Is Not

- When else could the deviation have been observed first, **but was not?**
- When since that time could the deviation have been observed, **but was not?**
- When else, in the object's history or life cycle, could the deviation have been observed first, **but was not?**

See example next slide



Example for **When** and **IS** and **IS NOT**

Customer X and Customer Y both use product B but only customer X was sent the wrong product if Salesman Tony was on holiday in this time and Salesman Mustafa was in charge, so the object **IS** Salesman Mustafa , but **IS NOT** Salesman Tony

Problem Analysis - Extent

Is

- How many objects have the deviation?
- What is the size of a single deviation?
- How many deviations are on each object?
- What is the trend?
 - Occurrences?
 - Size?

Is Not

- How many objects could have the deviation, **but don't?**
- What other size could a deviation be, **but isn't?**
- How many deviations could there be on each object, *but are not?*
- What could be the trend, **but isn't?**
 - Occurrences?
 - Size?

Problem Analysis

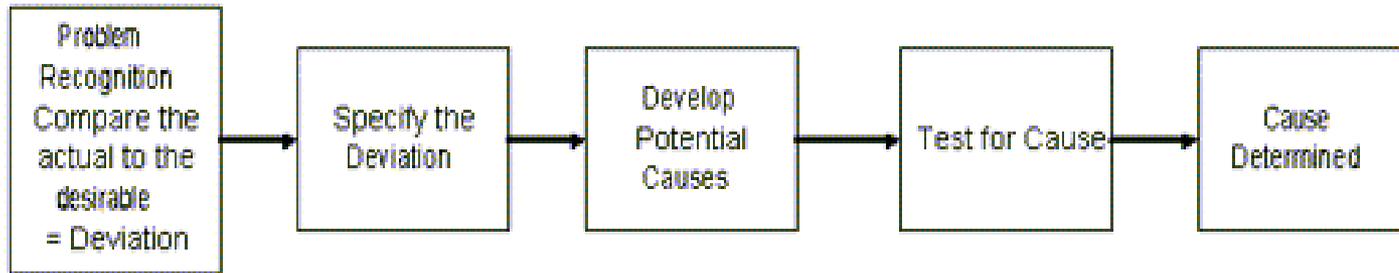
Confirm True Cause

- What can be done to verify any assumptions made?
- How can this cause be observed at work?
- How can we demonstrate the cause-and-effect relationship (e.g. Current Reality Tree or Ishikawa Fishbone Diagram)?
- When corrective action is taken, how will results be checked?

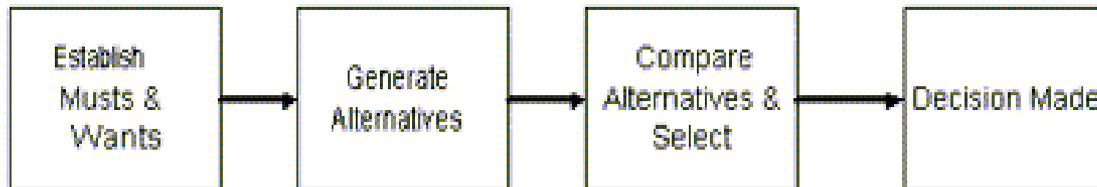
Let's Look At Some Problems!

Systematic Problem Solving and Decision making Overview

Problem Definition Process



Decision Making Process



Planning the Next Steps

- Problem Analysis
 - Do we have a deviation?
 - Is the cause unknown?
 - Is it important to know the cause to take effective action?
- If the answer is YES to ALL three, than you have a big problem, Huston !!!

Problem analysis table template

(Home study)

| | | IS | IS NOT | Distinction | Cause |
|--------|------------|---------------------------------------|---|---|-------------------------|
| What | Identify: | What is problem? | What is not problem? | What difference between is and is not? | What is possible cause? |
| Where | Locate: | Where is problem found? | Where is problem not found? | What difference in locations? | What cause? |
| When | Timing: | When does problem occur? | When does problem not occur? | What difference in timing? | What cause? |
| | | When was it first observed? | When was it last observed? | What difference between 1 st , last? | What cause? |
| Extent | Magnitude: | How far does problem extend? | How localized is problem? | What is the distinction? | What cause? |
| | | How many units are affected? | How many not affected? | What is the distinction? | What cause? |
| | | How much of any one unit is affected? | How much of any one unit is not affected? | What is the distinction? | What cause? |

Problem description (example)

On a new model of airplane, flight attendants develop rash on arms, hands, face (only those places). It only occurs on flights over water.

Usually disappears after 24 hours. No problems on old planes over those routes.

Does not affect all attendants on these flights, but same number of attendants get it on each flight. Those who get rash have no other ill effects.

No measurable chemicals, etc., in cabin air.

Rash arm ->



Problem analysis real table

| | IS | IS NOT | DISTINCTION |
|---------|----------------------|-------------------|---|
| WHAT: | Rash | Other illness | External contact |
| WHEN: | New planes used | Old planes used | Different materials |
| WHERE: | Flights over water | Flights over land | Different crew procedures |
| EXTENT: | Face, hands, arms | Other parts | Something contacting face, hands and arms |
| | Only some attendants | All attendants | Crew duties |

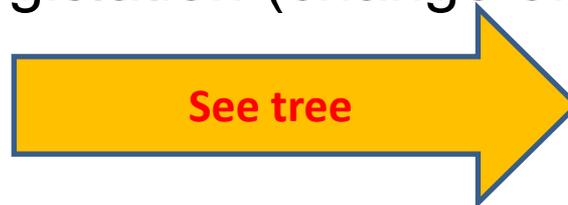
Distinction=Difference

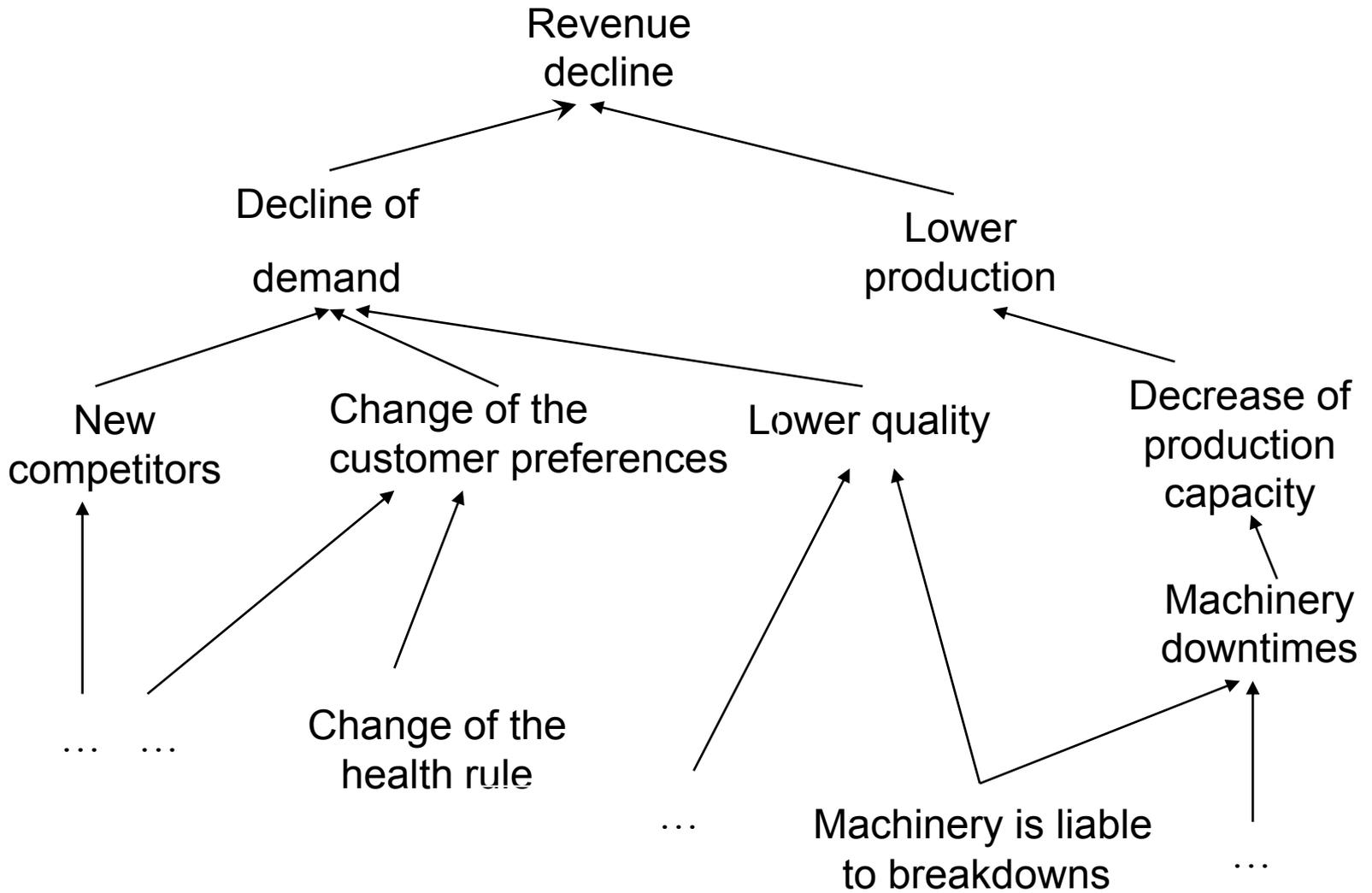
Results ?????



Tree of the casual relationships I –example

- Decline of revenue due to :
- Lower merchantability of the items
 - New competitors
 - Change of the customer preferences
 - Poor (not sufficient) quality of the item
- Restriction of capacity production
 - Downtime due to machine failure, obsolete machinery, irregular maintenance
- Change of the legislation (change of the health rules)





Let's Look At Some Problems again!



Decision making process

- Problem definition
- Requirements identification
- Goal establishment
- Evaluation criteria development
- Select decision –making tool
- Apply tool (K &T, Pros-Cons,...)
- Check

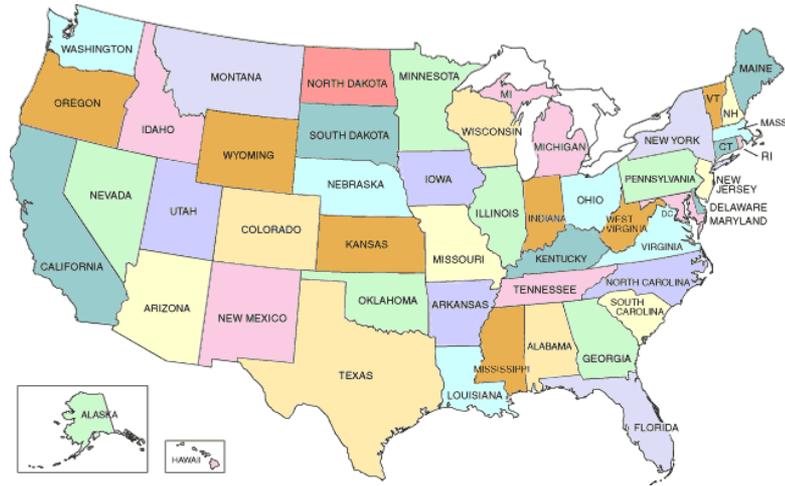
Step 1 and Step 2

Step 1 Problem: Pick a replacement vehicle for the motor pool fleet

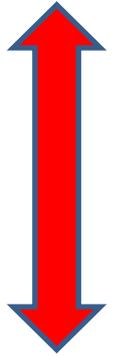
The definition of the problem dictates the requirements. As the vehicle is for a motor pool, the requirements will differ from those for a family car, for example.

Step 2 Requirements:

1. Vehicle shall be made in **U. S. A.**
2. Vehicle shall seat at least **four adults**, but no more than **six adults**
3. Vehicle shall cost no more than **\$28,000**
4. Vehicle shall be **new and the current model year**



Min



Max



Max 28000 USD

**New car
(current model)**



Step 3 and Step 4

Step 3 Goals:

- Maximize passenger comfort
- Maximize passenger safety
- Maximize fuel-efficiency
- Maximize reliability of the car
- Minimize investment cost

Step 4 Alternatives:

There are many alternatives but the requirements eliminate the consideration of a number of them:

Requirement 1 eliminates the products not manufactured in the USA

Requirement 2 eliminates vans, buses, and sports cars (Ferrari no !!!!)

Requirement 3 eliminates high-end luxury cars

Requirement 4 eliminates used vehicles

Step 5

Step 5 Criteria:

“Maximize comfort” will be based on the combined rear seat leg and shoulder room. (Note: front seat passenger leg and shoulder room was found to be too nearly the same to discriminate among the alternatives.) **5**

“Maximize safety” will be based on the total number of stars awarded by the National Highway Traffic Safety Administration for head-on and side impact. **10**

“Maximize fuel efficiency” will be based on the EPA fuel consumption for city driving. **7**

“Maximize reliability” will be based on the reliability rating given each vehicle by a consumer product testing company. **9**

“Minimize Cost” will be based on the purchase price. **10**

Weighted criteria vector $C(5,10,7,9,10)$ are values assigned by decision makers !!!!

Kepner-Tregoe table

(for 4 cars : Arrow, Baton, Carefree and Dash)

| Criteria/ Want objectives | Criteria Weight | <i>Arrow</i> | Alter- native Score | Total Score |
|------------------------------|--------------------|---|---------------------------|-------------|
| Comfort | 5 | 86 in. rear seat leg and shoulder room, seats 5 | 6 | 30 |
| Safety | 10 | 14 stars | 5 | 50 |
| Fuel efficiency | 7 | 21 mpg | 9 | 63 |
| Reliability | 9 | 80 | 9 | 81 |
| Cost | 10 | \$26,000 | 5 | 50 |
| | | Total | | 274 |
| | | <i>Baton</i> | | |
| Comfort | 5 | 88 in. rear seat leg and shoulder room, seats 6 | 9 | 45 |
| Safety | 10 | 17 stars | 8 | 80 |
| Fuel efficiency | 7 | 19 mpg | 8 | 56 |
| Reliability | 9 | 70 | 7 | 63 |
| Cost | 10 | \$21,000 | 8 | 80 |
| | | Total | | 324 |
| | | <i>Carefree</i> | | |
| Comfort | 5 | 80 in. rear seat leg and shoulder room, seats 5 | 4 | 20 |
| Safety | 10 | 15 stars | 6 | 60 |
| Fuel efficiency | 7 | 22 mpg | 10 | 70 |
| Reliability | 9 | 65 | 5 | 45 |
| Cost | 10 | \$17,000 | 10 | 100 |
| | | Total | | 295 |
| | | <i>Dash</i> | | |
| Comfort | 5 | 89 in rear seat leg and shoulder room, seats 6 | 10 | 50 |
| Safety | 10 | 19 stars | 10 | 100 |
| Fuel efficiency | 7 | 21 mpg | 9 | 63 |
| Reliability | 9 | 85 | 10 | 90 |
| Cost | 10 | \$24,000 | 6 | 60 |
| | | Total | | 363 |

Last step – Validation (check)

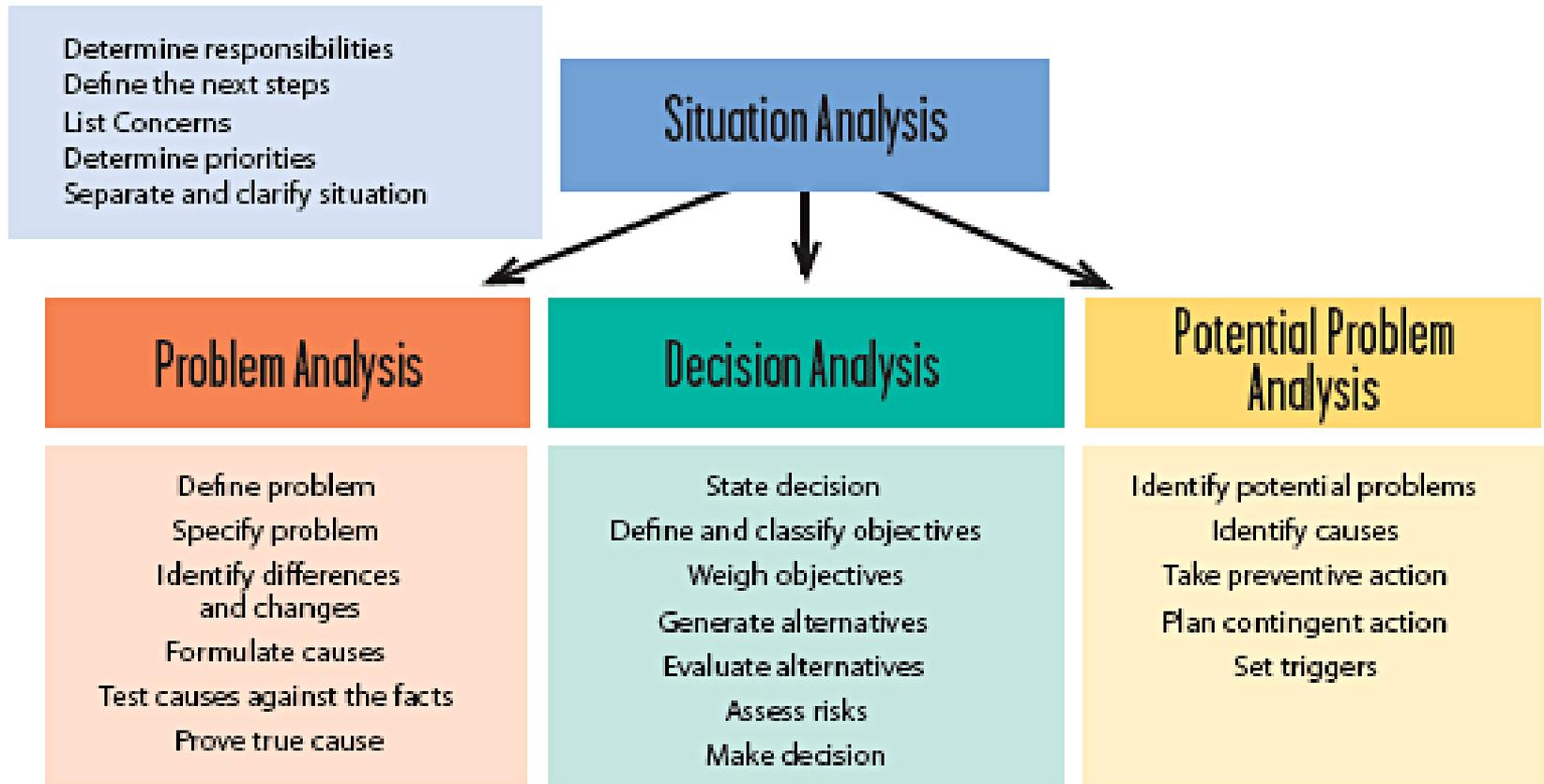
Last Step Validate Solution:

The totals of the weighted scores show that the **Dash** most nearly meets the wants/goals (or put another way, has the most “benefits”). Dash meets all the requirements and solves the problem !!!

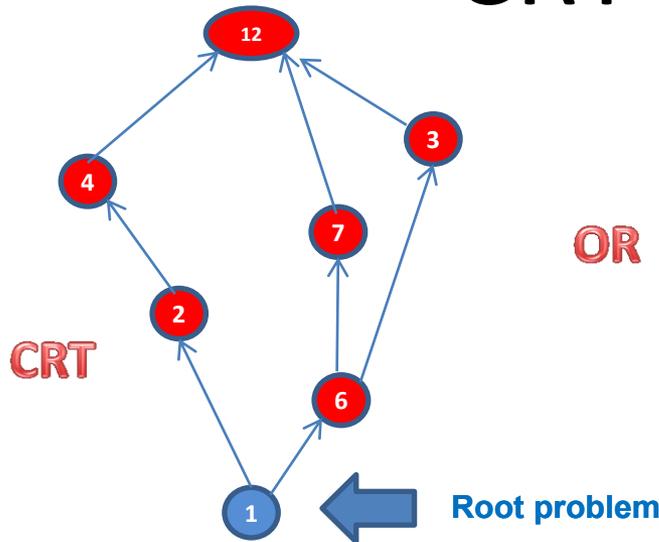


Go back to slide 9

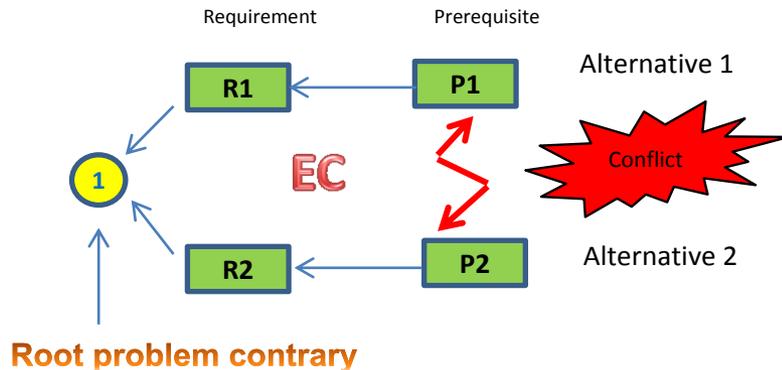
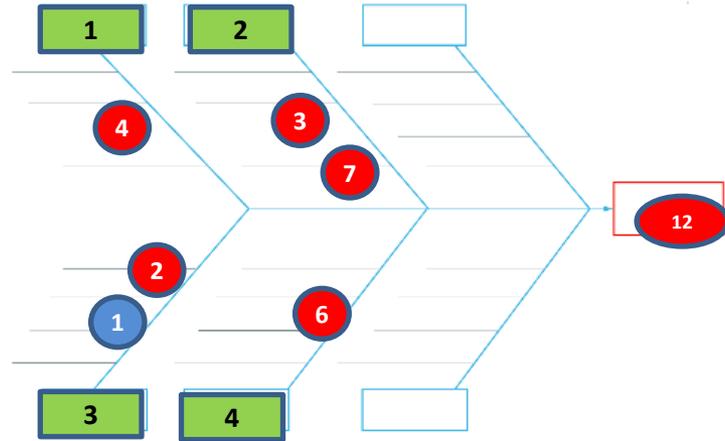
Key Trouble Shooting Process Steps



CRT-Ishikawa



OR

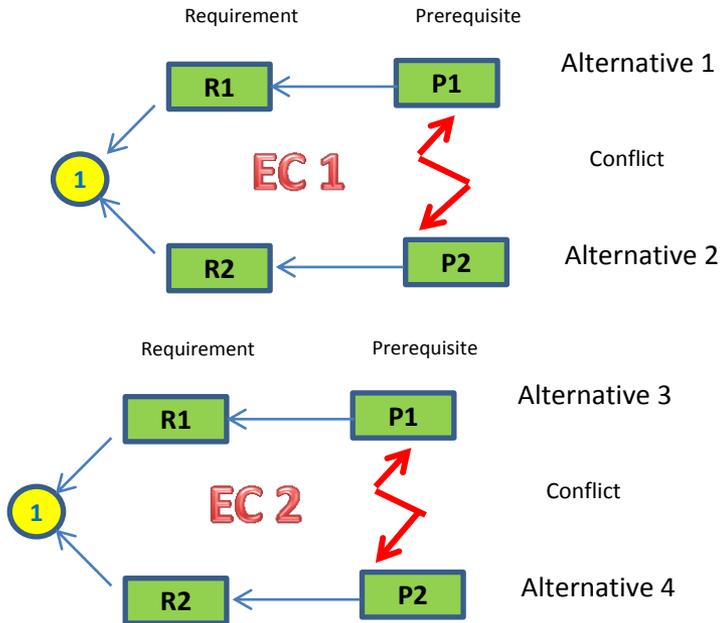


| | 1 | 2 | 3 | 4 | 6 | 7 |
|----------|-----|---|-----|-----|---|---|
| John | 8 | 7 | 4 | 3 | 5 | 6 |
| Caroline | 9 | 5 | 7 | 8 | 5 | 6 |
| Mean | 8,5 | 6 | 5,5 | 5,5 | 5 | 6 |

- 1** = Nature (see, forest, mountains, jungle, river,...)
- 2** = Hotel type
- 3** = Amenities (pool, golf course, wellness,...)
- 4** = Period (spring, summer, fall, winter).

Alternative means how to solve problem and what kind of pay-off you will get

Alternatives



| Alternative /Market | SOHO | Medium size | Big player |
|---------------------|---------|-------------|------------|
| A1 | 6000000 | 7000000 | 12000000 |
| A2 | 2000000 | 4000000 | 9000000 |
| A3 | 800000 | 1300000 | 4000000 |
| A4 | 200000 | 800000 | 1000000 |

| | SW Package |
|----|-------------------|
| A1 | King Kong |
| A2 | SW Kings |
| A3 | Accounting Devils |
| A4 | Hamsters |

One possible solution Decision making methods without probabilities (MaxiMax and MaxiMin) – 1st slide-explanantion

MaxiMax is the rule for the optimist. A slogan for MaxiMax might be "best of the best" - a decision maker considers the best possible outcome for each course of action, and chooses the course of action that corresponds to the best of the best possible outcomes

| Payoff Table | | | | |
|---------------------|-----------|-----------|-----------|---------------------------|
| <hr/> | | | | |
| Outcomes | | | | |
| <hr/> | | | | |
| Alternatives | O1 | O2 | O3 | Maximum Payoff |
| A | \$1,000 | \$1,000 | \$1,000 | \$1,000 |
| B | \$10,000 | -\$7,000 | \$500 | \$10,000 |
| C | \$5,000 | \$0 | \$800 | \$5,000 |
| D | \$8,000 | -\$2,000 | \$700 | \$8,000 |

B > D > C > A

MaxiMin Payoff

Select the alternative which results in the maximum of minimum payoffs; a pessimistic criterion

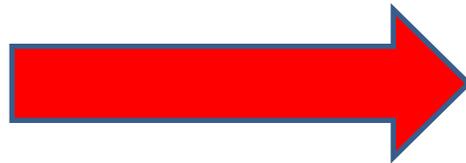
Payoff Table

| Alternatives | Outcomes | | | Minimum Payoff |
|--------------|----------|----------|---------|----------------|
| | O1 | O2 | O3 | |
| A | \$1,000 | \$1,000 | \$1,000 | \$1,000 |
| B | \$10,000 | -\$7,000 | \$500 | -\$7,000 |
| C | \$5,000 | \$0 | \$800 | \$0 |
| D | \$8,000 | -\$2,000 | \$700 | -\$2,000 |

$$A > C > D > B$$

Make decision *(A choice between two or more alternatives)*

- Identify what is being decided (e.g. how many rooms I have to order if I am owner of the travel agency)—*see next slide (in this case K-T method is not considered)*



Decision making without probability

Hotel industry simple example (placed ordered-> alternatives and how many of them will really arrive)

Decision analysis table_related to K_T_material_20160413 - Microsoft E

Soubor Domů Vložení Rozložení stránky Vzorce Data Revize Zobrazení Dopř

Calibri 11 Obecný Podmíněné formátování
 Vložit B I U A A Formátovat jako tabulku
 Schránka Písmo Zarovnění Číslo Styly

D6 = $\$D\$4*\$C\$10-\$D\$4*\$C\$12-5*\$C\11

| | | States of nature | | | |
|--------------|-------|------------------|---------|---------|---------|
| | | Arrived | Arrived | MaxiMax | MaxiMin |
| Alternatives | | 25 | 30 | | |
| Ordered | 25 | 100000 | 100000 | 100000 | 100000 |
| Ordered | 30 | 95000 | 120000 | 120000 | 95000 |
| Ordered | 35 | 90000 | 115000 | 115000 | 90000 |
| Ordered | 40 | 85000 | 110000 | 110000 | 85000 |
| Profit | 10000 | | | | |
| Loss | 1000 | | | | |
| Cost | 6000 | | | | |

WORLD CUP & QUALITY MANAGEMENT

SAMUEL K. M. HO

Keywords: Quality Management, World Cup, problem solving

Abstract: In the semi-final World Cup 1990, England lost to West Germany in the penalty shootout. The Italian team had similar experience when they lost to Brazil in the World Cup final 1994. History repeats itself -- in WC'98, England lost to Argentina and Italy lost to France by the same mistakes. In an attempt to audit the defeats, the author developed the S-H Method of managerial auditing and used the World Cup match examples to illustrate the significance of the S-H Method in auditing managerial processes.

Author: prof. Samuel K.M Ho, School of Business, Hong Kong Baptist University, Hong Kong

Rule #1: In a successful penalty-shoot, the ball ends up in the goal away from the goal-keeper's reach. The most likely positions are those along the inside edges of the goal-posts, the higher the better, provided that the ball does not go over the bar. The football player must target these points.

Rule #2: The shooter should assume that there is nobody at all in the field, and concentrate on shooting the ball into the positions defined as the best.

| ENGLAND | | | WEST GERMANY | | |
|---------|-----------|--|--------------|-----------|--------|
| Goal | Player | Result & Analysis | Goal | Player | Result |
| E1 | Lineker | In | W1 | Brehme | In |
| E2 | Beardsley | In | W2 | Matthaeus | In |
| E3 | Platt | In -- despite being touched by the goal-keeper | W3 | Riedle | In |
| E4 | Pearce | Ball caught by the goal-keeper (violating Rule #1) | W4 | Thon | In |
| E5 | Waddle | Ball flew above the goal (violating Rule #2) | WON | | |

Table 1 Score Table of Penalty-shoot Knock-out -- World Cup Semi-final 1990: England vs. West Germany

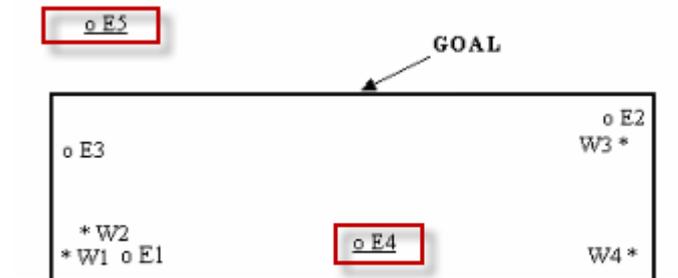


Figure 3

Approximate Positions of Penalty-shoot Goals -- World Cup Semi-final 1990: England (E) vs. West Germany (W) (Underlined balls indicate missing shoots)

Example of analysis- use of questions

| | Is the problem? | Is as expected? | The point of change |
|------------------------|--|--|---|
| What | Weak penalty shooting | Performance during the match | Difference in penalty shoot-out tactics |
| Who | Two out of the five England players | German players | The way some players struck the ball |
| When | After 120 minutes of football | During the match | Penalty shoot-out took place after a long and tiring match |
| Where | At the points easily reached by the goalkeeper Above the bar | At the positions near the posts, inside the goal (E2 and E3) | Ball easily caught by the goalkeeper or ended up outside the goal |
| How significant | Two failures out of five attempts | The German team did not miss out of four attempts | Very significant |
| Possible causes | <ol style="list-style-type: none"> 1 Some players not following rule 1 2 Certain players are incapable of shooting the ball at the right spot 3 Some players are affected psychologically by the presence of the goalkeeper and have forgotten about rule 2 4 Lack of proper training based on rules 1 and 2 | | |

- **WHAT** -- Lack of proper training led to the weak penalty-shooting, mostly due to players not adhering to Rule #1 (see).
- **WHO** -- A significant number of players were making the mistake as a result of insufficient training.
- **WHEN** -- When players are tired, the physical condition may affect their decision making. This is why training is important.
- **WHERE** -- More stringent training on correct shooting (Rule #1).
- **HOW SIGNIFICANT** -- The importance of the match makes the problem very significant. Therefore training must be thorough.

Thanks for Your attention

