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Standard Form 298 (Rev. 8-98)  
Prescribed by ANSI Std Z39-18
Think like a Planner

Think like the Actor

Subject (who)
Object (what)
Objective (why)
Mechanism (how)

Actor Profile
Possible Actor Courses of Action
Actor Desirability Analysis
Modifying Desirability
Acceptable Courses of Action

Actor Desirability Analysis
Modifying Desirability
Acceptable Courses of Action

Implementation
• Organisation
• Execution
• Monitoring
• Evaluation

Key Factors for Planning

Think like a Planner

Think like the Actor

Organisation
Execution
Monitoring
Evaluation

Implementation

Key Factors for Planning

Actor Desirability Analysis
Modifying Desirability
Acceptable Courses of Action

Implementation

Key Factors for Planning
Think like a Planner
Think like the Actor

Subject (who)
Object (what)
Objective (why)
Mechanism (how)

Threat

Actor Profile

Possible Actor Courses of Action

Actor Desirability Analysis

Step 2

Step 3

Step 4

Step 5

Step 6

Acceptable Courses of Action
Modifying Desirability

Implement

Organisation
Execution
Monitoring
Evaluation

Think like a Planner

Key Factors for Planning

Step 1

Step 2

Step 3

Step 4

Step 5

Step 6
Think like the Actor

- Actor Profile
- Possible Actor Courses of Action
- Actor Desirability Analysis

Think like a Planner

- Acceptable Courses of Action
- Modifying Desirability
- Key Factors for Planning
Think like the Actor

Step 1: Identify factors that affect the decision making behaviour of the actor

Step 2: Identify alternative courses of action that may have been available to the actor

Step 3: Identify the potential desirability of the courses of action to the actor

Think like a Planner

Step 4: Feasibility of altering the decision making logic so that alternatives are more desirable and the selected course of action is less desirable

Step 5: Identify which alternatives are attractive to pursue

Step 6: Identify the key factors for the plan to support modifying an actor’s behaviour
Actor Decision Making Profile

Actor Profile
Possible Actor Courses of Action
Actor Desirability Analysis
Modifying Desirability
Acceptable Courses of Action
Key Factors for Planning
Possible Actor Courses of Action

- Objectionable Course of Action
- Alternative Course of Action #1
- Alternative Course of Action #2
- Status Quo
- Alternative Course of Action #3
Actor Desirability Analysis

**Actor Profile**

**Possible Actor Courses of Action**

**Actor Desirability Analysis**

**Modifying Desirability**

**Acceptable Courses of Action**

**Key Factors for Planning**

**Actor Desirability Analysis Diagram**

- **Benefit** vs **Cost**
- **Desirability** scale from low to high
Acceptable Courses of Action

Key Factors for Planning

Actor Desirability Analysis

Modifying Desirability

Possible Actor Courses of Action

Actor Profile

Acceptable Courses of Action

Benefit

Cost
Factors

Actor Profile

Possible Actor Courses of Action

Actor Desirability Analysis

Modifying Desirability

Acceptable Courses of Action

Key Factors for Planning

Factors

Clarity

Communication

Capabilities

Credibility
Cost
Benefit
Alternative Course of Action #3

More Desirable
Less cost, less benefit

More cost, more benefit

Less Desirable

Less cost, less benefit

Alternative Course of Action #3