

## **BHM: THE BEST HOME METHOD**

The best 'home' for an idea is that situation or context in which the idea would thrive. Just as in a room there may be the best setting for a vase of flowers or in a football team there may be the best position for a certain player, so we can describe the best setting or 'home' for a particular idea. In this case the ideas are the alternatives that are offered for the decision.

For each alternative we find the best home. For what type of person in what type of circumstance would that choice of alternative be the best? For example, if someone was very rude to you and you had two alternatives (for the sake of the example) one of which was to punch the fellow, then the best home for this alternative would be someone with a fiery temper and enough muscle. You then compare that 'home' to actuality: are you a fiery person of brawn?

The best home for the cheaper bulbs idea is a large company with economies of scale, a good advertising budget, a good distribution system and the ability to shift prices to match competition. The best home for the super bulb is a small company that needs good profit margins and that can exist on a small or niche share of the market. When the best 'home' is compared to actuality it seems that the super bulb is the better product.

As with some of the other methods, there must be a great deal of objectivity in finding the best 'home' for the alternative.

A small manufacturing company sets out to make electric light bulbs. A choice of strategy is discussed, with the following two alternatives emerging:

1. Make bulbs that are cheaper than everyone else's but do not last as long.
2. Make super bulbs that last longer but must be sold at a higher price.