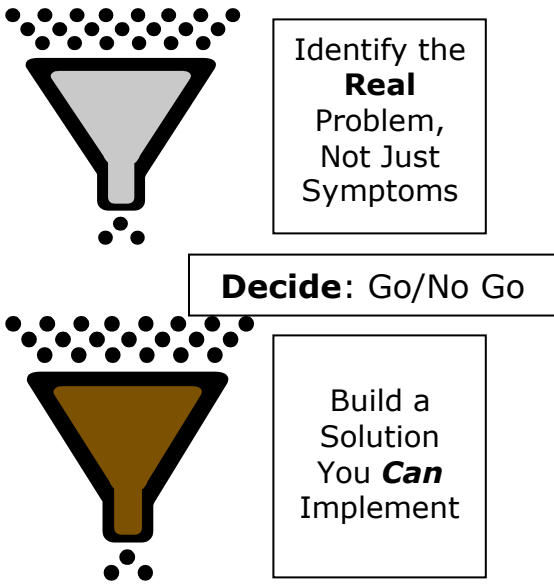


# 8 Steps to Better Decisions



- 1) **What is the goal?** Most decisions get stuck because you don't have a clear enough goal. Define it clearly, make it visual – **Post it.**
- 2) **What is the decision?** (sometimes it's framed as a problem, sometimes as a solution) – **Name it.**  
Is this the **right decision?** (often a group will spin their wheels on an either/or choice between options, when they *really* should be exploring several ways to achieve the goal, than narrowing and choosing).
- 3) **Whose decision is it?** Name ONE person. (It's never a team).  
Is that the *right* person to decide, or should they be empowering someone else?  
What is my/our role in the decision? (facts, analysis, opinions, recommendations).
- 4) **Decide how to decide.** Identify the most important criteria – in priority order – to consider in making the decision.  
CRITICAL STEP: Get feedback from those who will be directly impacted before you make the decision. If you solicit their opinion about the best way to decide, you will shorten the buy-in cycle later.
- 5) **Brainstorm options** -- some people love to dream, some people love to analyze, some people love to criticize. You have all 3 people in the same meeting. You need a process that allows for all three steps (possibilities, reality, and what could this go wrong). You need a process that keeps these three stages separate.
- 6) **Recommend or Decide.** What is the decision? Choose one.
- 7) **Solicit Feedback.** Ask customers and employees how to roll out the decision in the best possible way. Everyone wants to give advice and their ideas will help accelerate adoption of your plans.
- 8) **Who to inform.** Be sure you discuss: The goal we are trying to accomplish, the factors we considered, why this decision, and how it will impact everyone.