

7 STEP PROCESS FOR *Decision Making*

“Be willing to make decisions. That’s the most important quality in a good leader. Don’t fall victim to what I call the ready-aim-aim-aim syndrome. You must be willing to fire.”

- T. Boone Pickens

1. UNCOVER THE REAL ISSUE. Write down the decision needing to be made specifically. Half the solution is knowing the problem, the crux of the issue.

2. WRITE OUT A PURPOSE STATEMENT WHICH PRECISELY EXPLAINS WHY YOU ARE CONSIDERING THE DECISION. Why are you trying to decide what you are trying to decide? What is the context?

3. USE A SET OF FILTERS FOR MAKING DECISIONS. FOR EXAMPLE:

- What do my wise mentors say? Who else has faced this decision?
- What does my experience say?
- Does this negatively impact, or will it benefit, the company vision?
- Am I excited about this?
- Or the opposite: pit in my stomach?
- Is this a temporary or a long-term solution?

4. DO YOUR RESEARCH.

“Nothing is so dangerous as an idea when you only have one.” - Emile Cartier
Gather information about the alternatives.

5. LIST EACH OPTION ON A SEPARATE SHEET OF PAPER, DIVIDED IN HALF WITH ADVANTAGES AND DISADVANTAGES.

- Begin mapping solutions using each asset. Put solution in the center and surround it with ideas for how it might just work.
- And on the flip side, there are consequences to the courses of action. List 2-3 of each to calculate the impact, the ripple effect on everyone around you.

6. IDENTIFY YOUR TOP-PRIORITY ACTION, then other actions in descending order of importance. That’s your road map.

7. Take courage! PULL THE TRIGGER! Make the best decision you can with the information you have. Now you will iterate based on the results you are getting.



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