

# 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-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.

- A) *Begin mapping solutions using each asset. Put solution in the center and surround it with ideas for how it might just work.*
- B) *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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