

Enabling Effective Decision Making

Question	Yes	No	Comments
Have we faced this type of decision before?			If yes, what did we learn to apply to this one
Does this decision relate to our company Mission, Vision and Values?			These might help guide the decision thinking
Are we including the right people to help make this decision?			Think what people/experience can help think this decision through. Certain employees, Advisors, etc might have dealt with a similar decision in the past
Will the decision we make set a precedent for the future that we need to be sensitive to now?			Avoid a short term decision that you may regret at a future time because of a precedent being set
Will this decision impact company financial or non-financial metrics?			If yes, develop a proforma model to project impact
Will this decision impact any company compensation incentive plans?			If yes, ensure it's not tainting the decision
Will this decision have an impact on our brand in the market?			Think through how the decision might be perceived
How will this decision impact customers, vendors or employees?			Think through each stakeholder to ensure none, acceptable or manageable impact
Are there any current contracts or agreements we have to have in mind as we make this decision?			Ensure there is no conflict or breach of an existing contract or agreement in place
Once we've made this decision, what stakeholders need to be updated for approval or updated out of respect post after the decision is made?			Think through both internal and external stakeholders
How might the decision we make impact our overall company net worth?			Determine if the decision outcome will help build long term value, or worth, into your company