



Effective  
Decision  
Making™

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# Effective Decision Making™

A critical aspect of great leadership is making highly effective decisions. As the speed and intensity of business life and the complexity of leadership



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increases, making effective decisions with success becomes strained, often with significant consequences. Observing how the most successful leaders make effective decisions, we have distinguished key components of decision making.

**Clarify:** Identifying the problem and the situation requiring a decision, as well as the people required to make the decision, is a strong starting point.

**Understand:** Collecting as much data and information on the situation is valuable steps to better decisions. Excavating as many data points as possible, checking assumptions, and organizing the information are steps towards determining an emerging pattern. Are there any evident patterns or weak signals that are instructive?

**Explore Options:** What are all available options that will bring a sound decision to life?

**Preliminary Decision:** This is a natural extension of your work so far. At first glance, there may be an obvious choice. Is more deliberation required?

**Assess:** What are the risks inherent in this decision? What will be the impact of this

decision? What may be the intended and unintended consequences? Check your biases. On a scale of 1-10 what is the importance of this decision?

**Refine Decision:** It is acceptable to change your mind at this point. Time, deeper thought, and more analysis might lead to an insightful breakthrough in thinking.

**Commit:** Affirming commitment to the decision ensures all involved are on board, aligned, and support the decision. This step ensures you move forward with conviction and intention. The obvious check-in question is "Have We Made a Decision?".

**Implement:** So what, now what? Who needs to do what, by when to clearly action this decision?

**Communicate:** It is key to communicate that a decision has been made and to determine how to disseminate that decision to key people responsible for activating the decision, and those who will be impacted by the decision.

**Learn:** What insights from this process will make us better at decision making? Any learnings that are relevant to my/our growth and development as leaders?