

Godalming Business Club Decisions - 16 December 2011



Decision-Making Tool

Making choices better through involving the right people to work well on all the options & on all the criteria

1. *The decision being taken:*

2. *The people involved directly:*

3. *Other knowledgeable & trusted contributors:*

4. *The options as seen initially by those listed at 2:*

5. *Any additional options seen by anyone before and after discussing the criteria:*

7.

9. *Insert at 10 the rating of each criterion VL (1pt), Lo (3pts), M (5pts), H (7pts), VH (9pts),*

8. *List of all the possible criteria identified after a full discussion that includes everyone noted at 3:*

10.

6. *Insert at 7 an identifier letter for each of the options now listed at 4 or 5*

11. *The or later use a fresh sheet ruled up as a grid to rate each option defined against each criterion in turn*

Some work-based decision-making areas:

- Change number of staff.
- Lose or keep marginal clients especially when sales dominates the culture.
- Challenge short-term imperatives.
- Change prices.
- Change premises.
- Add to offerings.
- Stop doing some things.
- Begin doing some new things.
- Outsource more.
- Repatriate hitherto outsourced activities.
- Revive old relationships.
- Reach out to new people.
- Question the value that we add.
- Question our client mix.
- Adopt zero-base planning.
- Raising extra capital.
- Sell.
- Buy.
- Sub-divide.
- Merge.
- Restructure around capabilities.
- Restructure around markets.
- Employees as co-owners.
- Drop some offerings.
- Add some offerings.
- Re-choose a bank.
- Use of trusted outsiders & critical friends.

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