THE PATH TO MAKING QUALITY DECISIONS

"Effective decision-making is not about making decisions quickly, but about making them with full understanding." - Peter F. Drucker

It's easy to judge a decision after the fact, but we all strive for greater confidence before making and implementing it.

Process, analysis, and judgment shape decision outcomes, but a strong process is six times more critical than quality analysis for outstanding results.^[1] [1] "The case for behavioral strategy" McKinsey Quarterly, March 2010



8 INDICATORS OF QUALITY DECISION-MAKING PROCESS

Decision criteria are

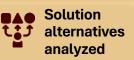
well defined Establish and prioritize

decision-making criteria before exploring solutions. Regularly revisit and adjust these criteria as insights and thinking evolve.



Inquiry dominates advocacy

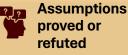
Cultivate a culture that encourages curiosity and diverse perspectives, prioritizing exploration over defending established ideas.



Generate a diverse set of alternatives (3-6), each presenting distinctly different approaches to addressing the opportunity or solving the challenge.



Foster an environment that encourages constructive conflict, actively inviting healthy debate and diverse viewpoints into the decision-making process.



proved or refuted

Document all assumptions underlying each alternative solution and rigorously test them to validate or refute with solid evidence.

Process is

Prioritize transparency

and inclusivity to ensure

that all stakeholders view

the process as fair.

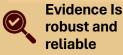
Decisions seen as

equitable are more likely

to be widely embraced.

fair

perceived as



robust and reliable

Be diligent about the quality and sources of data you rely on. Ensure that the evidence backing your decision is thorough and trustworthy.



Proactively identify and mitigate harmful biases. Common biases that can impair decision-making include groupthink, authority bias, and confirmation bias.

