

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.

Solution alternatives analyzed

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

Assumptions proved or refuted

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

Evidence is 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.

Inquiry dominates advocacy

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

Healthy clash happened

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

Process is perceived as fair

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.

Harmful biases are limited

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

