

# Make Great Decisions

## MAKE GREAT DECISIONS

### CHEATSHEET: 4 TOOLS I USE IN LIFE AND BUSINESS

#### 1 5 WHYS ANALYSIS

Find the real reason for a problem

When and How to Use:

- Use when you're facing a problem that seems straightforward.
- Start by stating the issue, then keep asking "Why?" after each answer you get.
- Continue asking "Why?" until you uncover the root cause.
- Then base your decision or action from a solid foundation.

##### EASY DECISIONS

|                 |  |
|-----------------|--|
| <b>Problem:</b> | I'm always busy but I don't feel productive with my time                                   |
| <b>Why:</b>     | Because I get distracted by email.   |
| <b>Why:</b>     | Because I am constantly tempted to check my email, rather than work on important projects. |
| <b>Why:</b>     | Because I want to be very responsive.  |
| <b>Why:</b>     | Because I don't want to miss important email, and have urgent messages sitting unread.     |
| <b>Why:</b>     | Because I don't want my manager or colleagues to think I'm not doing my job well.          |
| <b>ACTION:</b>  | Talk to my manager to find out what an acceptable response time for email is.              |

#### 2 DECISION TREES

Find all the choices and what could happen next

When and How to Use:

- Use this visual method to help you see every possible route and its consequences, making it easier to weigh risks and benefits.
- Start by drawing a diagram with your initial decision at the top.
- Branch out with all possible choices and follow each path to its potential outcome.
- Analyse these outcomes to determine which option aligns best with your objectives or goals.

##### HARD DECISIONS



#### 3 PROS AND CONS LIST

Weigh up all the good and bad points

When and How to Use:

- Use for simpler decisions where you can easily outline the advantages and disadvantages of each option.
- Write down the pros and cons next to each choice.
- Visually compare which option has more positives or negatives, or weigh them to see which list is most significant.

##### EASY DECISIONS

| Should I hire a Social Media Manager?   |  |
|---|--|
| <b>PROS</b> <ol style="list-style-type: none"> <li>1. Boost engagement to the customers using SocMed</li> <li>2. Reach audiences and increase potential customers</li> <li>3. Increase company revenue</li> <li>4. Keep track of the customers needs and what's on trend.</li> <li>5. Build brand recognition, trust and authority</li> </ol> | <b>CONS</b> <ol style="list-style-type: none"> <li>1. May not be effective for the customers</li> <li>2. Need to consume time for hiring and training period</li> <li>3. Additional budget for the SocMed Manager</li> <li>4. Invest on SocMed Management Tools.</li> <li>5. Workload overwhelming.</li> </ol> |

#### 4 COST-BENEFIT ANALYSIS

Measure the costs and benefits to help decide

When and How to Use:

- Use when your decision has significant financial implications.
- List all the costs and benefits of each option.
- Quantify them in monetary terms where possible.
- Compare the total costs against the total benefits to see which option gives the best financial outcome.

##### HARD DECISIONS



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