

Decision Criteria

Purpose & Results:

	Option A	Option B	Option C	No Decision
Decision Criteria	A	Evaluate B	C	
Principles				
Measures				
Stakeholders				

+ = Positive impact, O = Neutral, - = Negative impact

Decision Criteria Chart guidelines

Purpose and Results: The brief statement that is the context for decision-making. For example: “Better, not bigger.”

Key Decision Factors (KDF): The basis of comparison when looking at alternatives:

- **Principles:** Examples are brand elasticity or pricing power.
- **Measures:** Examples are financial targets or other measurable constraints.
- **Stakeholders:** Examples at the highest level are customers, shareowners, franchisees. These are people likely to be substantially affected by the decision.

No Decision: It is useful to assess “no decision” as one of the alternatives so that costs of delay are obvious.

We recommend that the people who are assessing the options are the same people who populate your DEARS chart (decider, executors, advisors, sponsors) except for the recipients.

Whenever possible, create a chart on a wall or other large space so that all involved can see the comparisons together. When people do not immediately agree on the assessment (whether a particular KDF is a “plus,” “minus,” or “no impact” relative to a particular option), have accurate conversations to understand what they have observed that explains their assessment.