

# HOW TO MAKE A DECISION

REMINDER: YOU ARE YOUR OWN BEST EXPERT

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Before you jump and reach out to someone else for opinions and advice, this is a reminder that you have knowledge about your situation and business that others do not understand. Making a strong decision in your best interest requires you to have confidence in yourself.

## IDENTIFY THE CHALLENGE + OPPORTUNITY

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What are you making a decision about?  
What are the processes and goals?

## GATHER INFORMATION

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Do you need more details? Is there someone you should consult with? How can Google help?

## DETERMINE POSSIBLE OUTCOMES + SOLUTIONS

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Are there multiple routes to consider?

## WEIGH SHORT TERM + LONG TERM CONSEQUENCES

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What is the impact after you make your decision, positive and negative, immediately and down the road?

## CHOOSE THE BEST OPTIONS

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Which option makes the most sense?

## TAKE ACTION

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Implement your decision.  
The best strategic plan is to do things! Get going!

## EVALUATE YOUR DECISION

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Review and reflect on the decision you made.  
What are you proud of? What would you do differently next time?

There are five frogs on a log. One decides to jump off. How many are left? Five - because deciding isn't doing.