

# Decision Quality Checklist

6 elements that separate good decisions from lucky ones.

DECISION \_\_\_\_\_  
 OWNER \_\_\_\_\_ DATE \_\_\_\_\_

- 01 Frame**   
*Can you state the decision in one sentence?*

  - **STRONG** Which CRM to pilot with the 8-person sales team for 90 days?
  - **WEAK** We need to figure out our technology strategy.

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- 02 Alternatives**   
*Would a smart outsider suggest an option you haven't considered?*

  - **STRONG** 4 options: Salesforce, HubSpot, Pipedrive, build in-house.
  - **WEAK** Do it or don't do it.

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- 03 Information**   
*What would change your mind? Do you have that data?*

  - **STRONG** Pricing, reference calls, and technical assessment complete.
  - **WEAK** Read vendor websites and one G2 review.

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- 04 Values**   
*Would two people use the same criteria to evaluate?*

  - **STRONG** Success = 80% adoption in 90 days, 20% faster lead response.
  - **WEAK** Success = the project goes well.

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- 05 Reasoning**   
*Could you explain your reasoning to a skeptic?*

  - **STRONG** Decision Matrix with 5 criteria, weights documented.
  - **WEAK** The CEO likes Salesforce, so we're going with it.

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- 06 Commitment**   
*Does everyone who must execute agree with it?*

  - **STRONG** Sales lead was part of evaluation and supports the choice.
  - **WEAK** Team wasn't consulted. They'll find out at the all-hands.

**YOUR SCORE**

Check each element (strong) or leave open (weak).

123456

TOTAL

\_\_\_\_ / 6

- 5-6 **STRONG**
- 3-4 **GAPS**
- 0-2 **REVISE**

DECISION \_\_\_\_\_

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**CORE REASONING (ONE SENTENCE)**

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**NEXT STEP & DEADLINE**

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