

DECISIONS



DOLAND WHITE
The Empowerment Guy

Creating, implementing, and **sticking to** a decision-making process is important for all businesses, regardless of size.

The benefits of implementing a decision-making process include:

1. Accelerates Growth & Execution

Strong decision-making eliminates bottlenecks and drives momentum. When leaders make clear, timely decisions, teams can move forward without hesitation, leading to faster execution and business growth.

2. Builds Trust & Confidence Among Teams

Consistent and transparent decision-making creates a culture of trust and reduces uncertainty. When employees see leaders making sound decisions, it reinforces confidence in leadership and fosters empowerment at all levels.

3. Reduces Costs & Prevents Turnover

Indecision or constant course-correcting wastes resources and increases employee frustration. Poor decisions lead to higher turnover, which carries massive financial costs in hiring, training, and lost productivity.

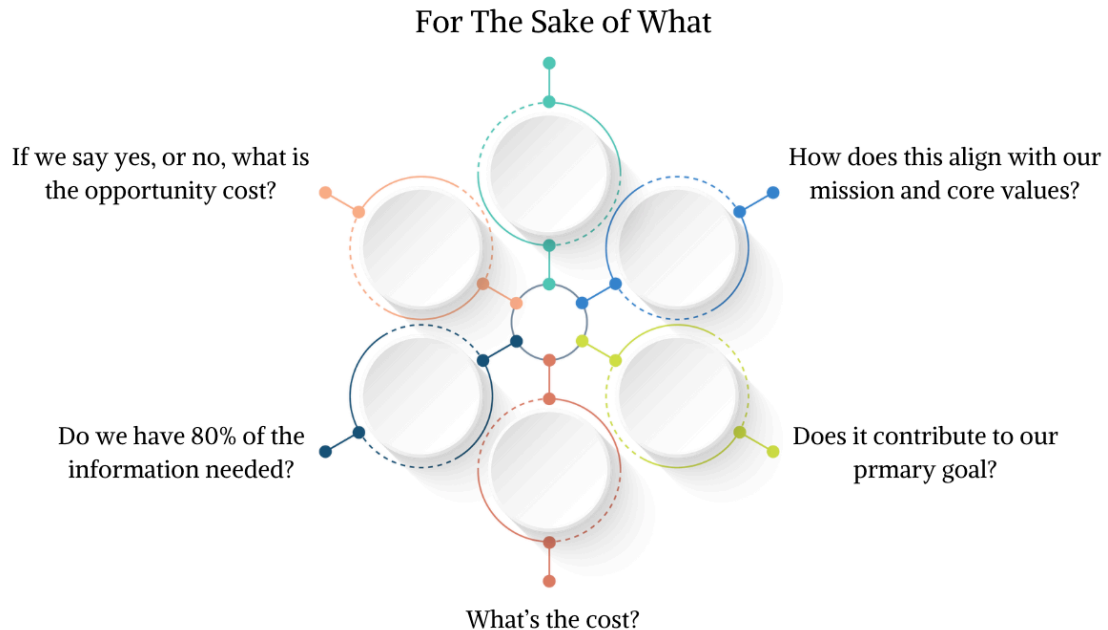
4. Strengthens Competitive Advantage

Businesses that make strategic, well-informed decisions stay ahead of the market. A strong decision-making framework helps companies pivot when necessary, capitalize on opportunities, and outperform competitors.

5. Enhances Accountability & Alignment

Clear decision-making ensures that everyone understands their role in executing the vision. When leaders make decisions tied to core values, mission, and key goals, teams stay aligned and accountable for results.

The following picture provides a brief overview of the five key components:



Process 1 - Determine your For the Sake of What (FTSOW)

Before you convene a panel or schedule meetings, ask, **"For the Sake of What"** are you (we) making this decision? Asking this question **frames the decision** into a purpose-driven structure. The benefits of asking FTSOW include:

1. Clarify Purpose and Alignment
2. Focus on Impact
3. Higher Quality Decision

Process 2 - Alignment

In this step, you ask, **"Does this decision align** with our mission and core values?"

Decisions that are not fully in alignment with the mission and values of your business create confusion and conflict.

Process 3 - Contribution

In this step, you ask, “**Does this decision contribute** to our most important goal?”

If your answer is “yes,” move to the next step.

However, not all decisions are fully aligned. If so, ask the following questions:

1. What’s our cost (people, time, and money)?
2. Is the ROI on the cost compelling enough to proceed?
3. Will this decision contribute to an even greater result (short or long-term)?

Process 4 - Information

Do you have 80% of the information required to make a decision?

To confirm your level of information:

1. Determine critical data points
2. Focus on relevance
3. List available information
4. Identify what’s missing
5. Consult your team
6. Make an informed judgment
7. Weigh the cost of waiting

Process 5 - Cost

In this step in the process, **ask two questions:**

1. If we say yes to this idea or this action, what is the opportunity cost?
 1. Break it down into **PEOPLE TIME AND MONEY**
2. What would we be saying **NO** to?
 1. You can’t do it all - answer the question “we can if ...?”

The Anatomy of a Decision

Decision Name	Your Name and Today's Date
Purpose: What do we want to accomplish?	Criteria: What has to be true about the decisions outcome?
Importance: What's the biggest difference this decision will make?	We Can If: What will have to be delayed if we make this decision?
Cost: Rank costs on a scale of 1 to 5	Alignment: Mission and Core Value Alignment
People Time Money 1 2 3 4 5. 1 2 3 4 5 1 2 3 4 5	
Best Result of This Decision	Worst Result of This Decision?
Document the Decision	Decided By

This template is designed to provide a structured approach to decision-making, ensuring that all critical aspects are considered before finalizing a decision.



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