

OPTIONS GRID FOR STRATEGIC DECISION MAKING

To ensure that you make the best decision you should always have multiple options from which to choose and criteria against which you can measure the potential effectiveness of each option. List your criteria down the vertical axis. The ones here are only samples. Thoroughly discuss how well each option meets the criteria. You can have the board rank each option on the basis of how well it would meet the organization’s needs. Or, if you wish, you can give each person a certain number of points (e.g., 100/critical factor or 100 total) to assign to the different options. The option that receives the highest total should be given the most serious consideration. While the board may end up choosing a different option, at least everyone can feel confident that the decision was carefully thought through.

CRITICAL FACTORS FOR CONSIDERATION	OPTION 1	OPTION 2	OPTION 3
Competition			
Cost			
Image			
Mission			
Potential			
Risk			
Staffing			
Stakeholders’ needs/desires			
TSWQ (The “So What” Question)			
Other criteria			