<table>
<thead>
<tr>
<th>Step</th>
<th>Task Description</th>
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| 1    | Identify the end goal and the need to make the decision  
     – Discuss the situation with stakeholders and managers  
     – Agree that a decision needs to be made |
| 2    | Gather all relevant information  
     – Dispatch team members to do research on problem and options  
     – Learn what competitors are doing, if relevant  
     – Organize learnings into different decision scenario options |
| 3    | Identify various alternatives - not necessarily every one, but every one that could work for this situation  
     – Eliminate ones that are inappropriate or unfeasible  
     – Ensure company can accomplish all alternatives (financially, legally, from deadline or resource perspective, etc.) |
| 4    | Come together in your small team to compare all the evidence of all the alternatives, all pros and cons |
| 5    | Choose the decision |
| 6    | Execute the decision |
| 7    | Evaluate the decision after the fact  
     – Adjust process in aftermath as necessary for optimum results  
     – Capture decision-making process information for rest of company and for future similar needs  
     – Re-evaluate as necessary |
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