

Playbook

Decision-making Effectiveness

Decisive advantage by measuring and improving
decision-making effectiveness

Making Decisions that Drive Success

Decisions are at the heart of every successful organization—whether you're setting long-term strategies or managing day-to-day operations. How you approach decision-making impacts your overall success. This playbook gives you the tools and frameworks to elevate your decision-making effectiveness.

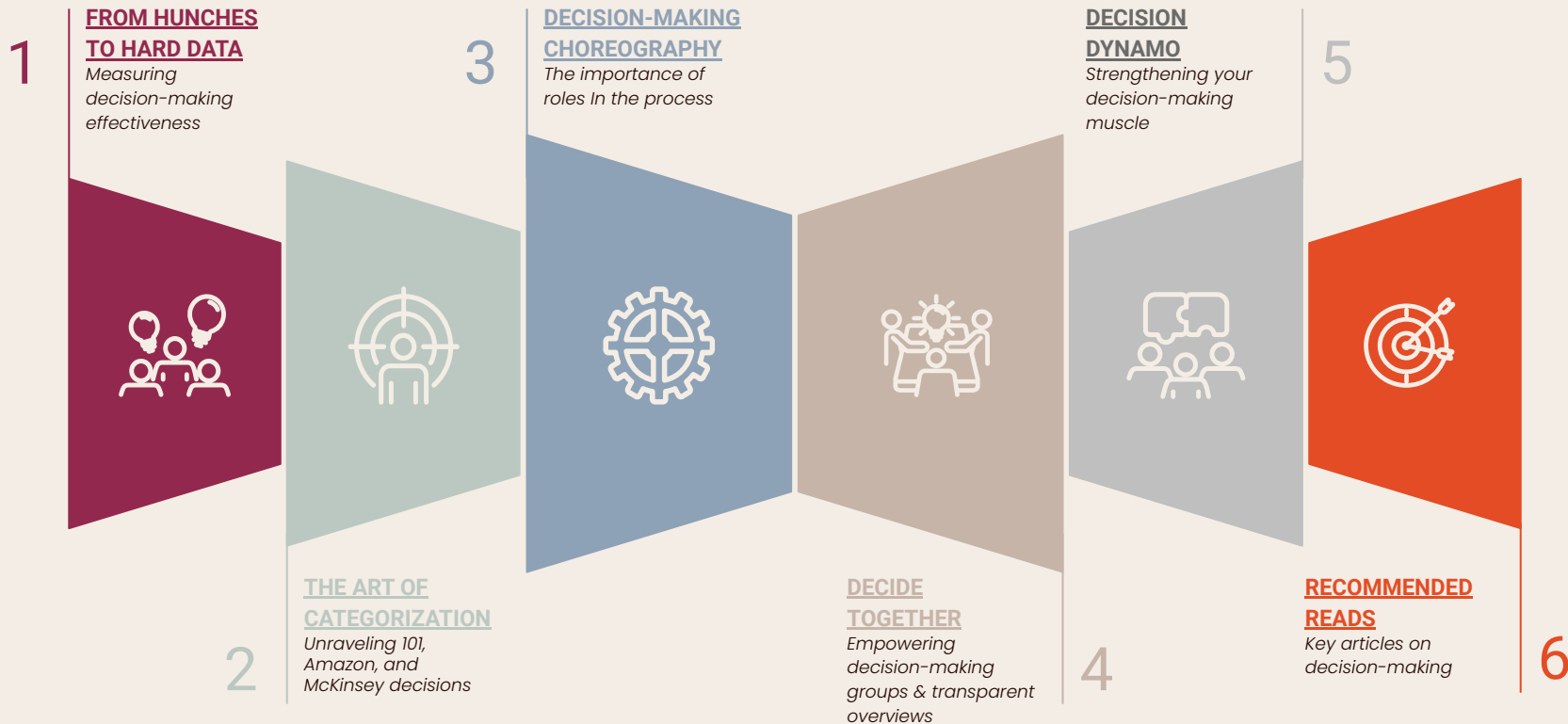
Inside, you'll find:

- The four key elements of decision-making: quality, speed, yield, and effort—and how to measure them.
- Tools like decision role charters and inventories to clarify and structure processes.
- Frameworks for categorizing decisions inspired by Amazon and McKinsey.
- Guidance on forming decision-making groups that stay agile and effective.
- Steps to implement proposals for complex scenarios and growth.
- Tips to avoid pitfalls and build a culture of accountability and engagement.

With actionable strategies tailored to your organization's unique context, this playbook equips you to tackle challenges, seize opportunities, and make decisions with confidence.

Anna & Noor

In case you have
any further
questions or looking
for support don't
hesitate to email
info@invested.team



1 | From Hunches to Hard Data

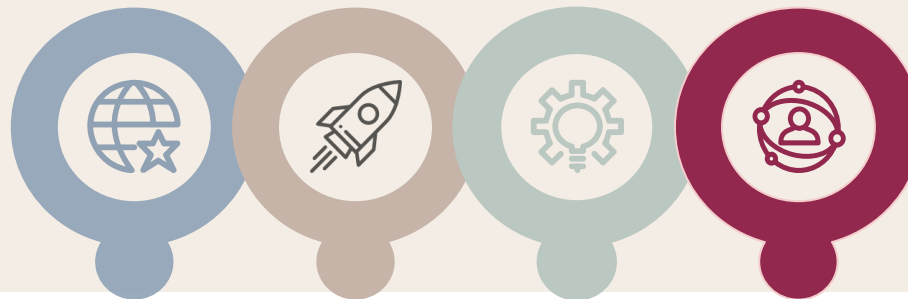
Measuring decision-making effectiveness

Start with Measuring Decision-making

Effective decision-making is essential for success, but pinpointing the root cause can be challenging when it starts to falter. The first step is to measure how well your organization makes decisions before jumping to solutions.

In this chapter, we focus on measurement and introduce the decision-making survey developed by Bain & Company. This tool helps assess decision quality, speed, yield, and effort, giving you a clear picture of what's working and what's not. With these insights, you'll have a solid foundation to tackle the strategies in the next chapters and take your decision-making to the next level.

The Four Components of Decision-making



Quality

Decision quality is about how often your organization makes the right calls. The best way to assess this is simple: look back and ask whether people believe the chosen course of action was the right one. Consistently good decisions are the foundation of success.

Speed

How fast your organization moves can be just as critical as the quality of its decisions. What matters most isn't absolute speed but how quickly you act compared to your competitors, tailored to the type of decision at hand.

Yield

Decision yield—how well decisions are put into action—is crucial for performance. Even the best decisions lose value if poorly executed or left unimplemented. Turning decisions into results is what truly drives success.

Effort

Effort is the time, energy, and focus required to make and execute a decision. If the effort outweighs the decision's importance, effectiveness drops. But too little effort—rushing decisions—can be just as damaging. Balancing effort is key.

Excited to take the next step?

You've just seen a sneak peek of this playbook. It's designed to provide actionable templates and includes three expert sessions to guide you through tailored implementation.

Get the full playbook today!