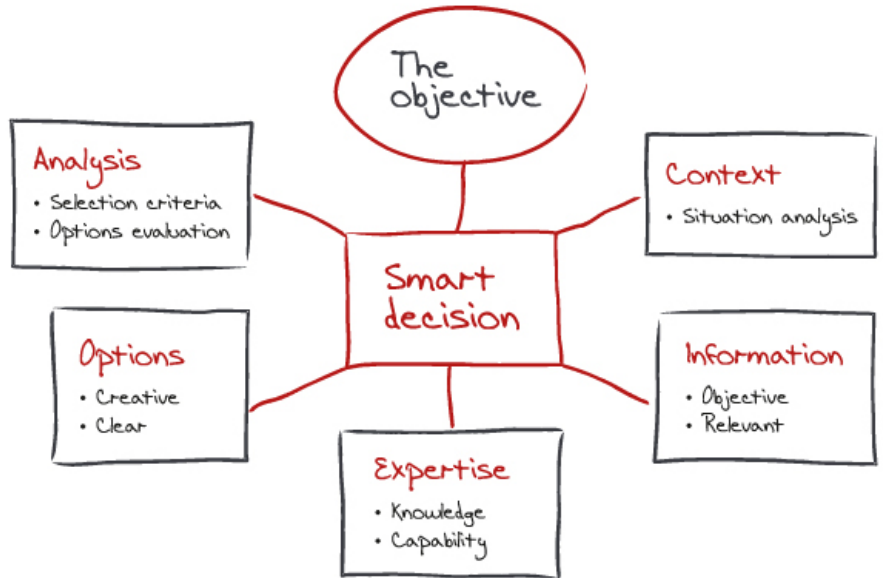




# AMICULUM Consulting's smart decision model

*We believe that a structured and thorough approach is vital for smart decision making. Using our decision-making model and expertise we ensure that decisions are clearly defined, carefully considered, and supported with evidence. The model is flexible - the order and application of the different components will vary according to the nature and complexity of the problem at hand.*



## The objective

- What do you hope to achieve by making the decision?
- What would a successful outcome look like to you?
- What overriding objective would encapsulate these elements?

## Context

- Do you fully understand the broader context of the decision?
- Have you defined an appropriate frame for the decision?
- Have you identified any potential biases that may affect your decision making?

## Information

- Have you been systematic in your search for information?
- Have you the appropriate type, breadth and depth of information required to support the decision-making process?
- Do you understand the limitations of the information being used and any assumptions being made?

## Expertise

- Do you have the appropriate knowledge and capacity to process and interpret the information?
- Can you capture and leverage contrasting and multi-perspective viewpoints to strengthen decision quality?

## Options

- Have you identified a range of options that are viable and relevant to the decision?
- Are the options clearly defined with a clear rationale?
  - Do the options reach the boundaries of the decision frame?
- Are the options being restricted by any biases?

## Analysis

- Have all the options been evaluated and prioritised using a consistent approach?
- Have you applied an appropriately thorough level of analysis?