

# HOW TO MAKE SMART DECISIONS



**Decision Making Frameworks:** Navigate complex challenges and make impactful decisions.

## 1-3-1 Framework

By Dan Martell

- 1 Identify one problem
- 3 Present three solution options
- 1 Make one recommendation

Use this framework to make quick decisions in daily meetings.

## RAPID Framework

By Bain & Co.

Use with multiple stakeholders

- R** Recommend the decision or action.
- A** Get agreement on the decision or action.
- P** Perform the decided action.
- I** Gather input from all involved stakeholders.
- D** Make the decision and commit to action.

## S.P.A.D.E

By Derek F. Abell

- S** **Setting:** Context and the problem.  
**Example:** Too many steps to buy our product on the website.
- P** **People:** Who is involved in the decision?  
**Example:** Product manager, tech lead, designer.
- A** **Alternatives:** Possible solutions.  
**Example:** Reduce steps, add a guest buy button, or create a user profile.
- D** **Decision:** The decision that was made.  
**Example:** Adding a guest buy button to the product details page.
- E** **Explain:** Explain the decision.  
**Example:** User interviews showed that users want to buy without an account.

## Dory/Pulse

By Shishir Mehrotra

Gather context before making a decision



### Be Like Dory

Ask lots of questions before making a decision.



### Take the Pulse

Understand what your team really thinks and feels while making decisions.

## Munger 2-Step

By Charlie Munger

### Step One

Understand the factors governing the situation at hand.

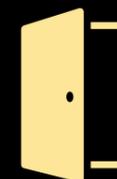
### Step Two

Understand how your subconscious influences your thinking.

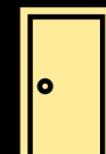


## Bezos Doors

By Jeff Bezos



**Most decisions are two-way doors.** If you make the wrong decision, you can always go back. Don't waste too much time on these.



**Some decisions are one-way doors.** They are extraordinarily consequential and hard to reverse. Make those decisions deliberately.



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