



## Decision Making Tool

Women in Business | **Angela Prentner-Smith** | 17<sup>th</sup> November 2015

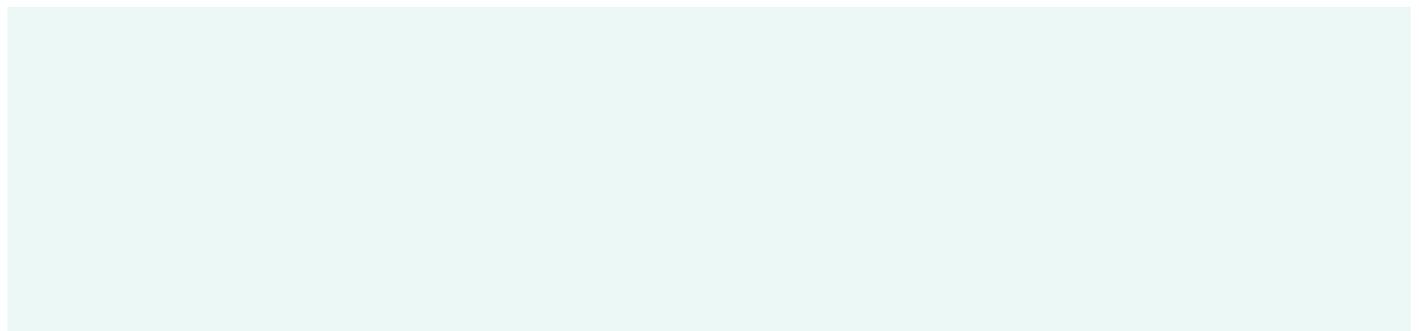
### How to set up your project – in the best way, simply.

Before you embark upon a project, it is important to set yourself up for success. To do this, there are key questions you need to ask and answer. These questions should steer your planning, decision making and design. Plans and actions are only there to achieve 'something'. It's OK for plans and design to change – just make sure your decisions are sound and on track with what you truly want to achieve.

#### **What is it you are trying to achieve?**

This is the most important thing to define in any piece of work. Your plan, design and solution should be measured against their ability to achieve these aims.

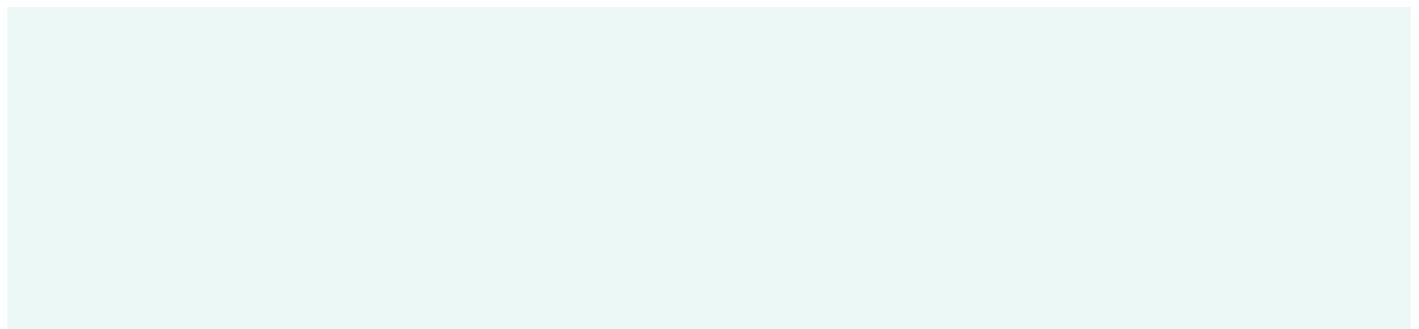
*Example: This is Milk aims to increase its brand presence in the Scottish market.*



#### **Why do you want to do this?**

"People don't buy what you do, they buy why you do it". See **Simon Sinek's TEDx talk 'Start with Why'**. This question will also help you keep on track, maintain momentum and challenge you. This should link with your company values, ethics, and vision.

*Example: We will do this in order to achieve our vision of becoming the smart choice for businesses across the UK.*



## Who is this change designed for?

At every stage of your project, you must keep the target audience at the forefront. The first stage of this, is to define your target audience or market. This could be internal to your business, external as in stakeholders or customers, or a mix of them. Link this back to your aims.

*Example: This is Milk's target audience is owners and senior managers within Scottish mid-size, ambitious organisations that are experiencing periods of growth.*

## Once you have answered these questions you can then start to define how you are going to get where you want to be.

There are likely a number of options and potentially several strategies you could take to get there. Once you have worked out what your options are, check back frequently to your aims, your audience and your why.

### This will help you:

- Provide suppliers and team members with clarity and purpose
- Make decisions at every stage of your project
- Assess options for the closest strategic fit

Remember plans are only made to get you to an outcome. It's OK for plans to change in order to achieve your aims.

## Your next step is planning

### Your plan should cover:

1. The steps you need to take to achieve your objectives
2. Who will be involved
3. When things will happen

## This is Milk's mission is to make businesses better, simply.

We are offering free, no obligation one hour consultations to friends of **This is Milk**. You can book at [www.thisismilk.co.uk/surgery](http://www.thisismilk.co.uk/surgery)

