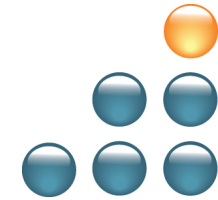


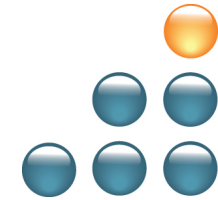
How To Give A Decision Briefing

How To Give A Decision Briefing



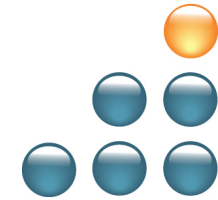
- Use The Career Tools Decision Brief Model: SOCRR
- Situation
- Options
- Comparison
- Recommendation
- Request
- Always Consider Two Hidden Factors: Time and Risk
- Use SOCRR Always - Longer or Shorter, Versus Important Enough or Not
- Effective Decision Briefs Are Virtually ALWAYS Pre-Wired

Use The Career Tools Decision Brief Model



- We Ask Managers To Make Decisions Based on Emails or Informal Meetings
- That Sends A Message That The Decision Isn't Important
- Putting Together A Professional Briefing Elevates The Importance
- Go Through This Five Step Process Each Time
- Schedule Time To Brief Your Boss Once You're Prepared

Purpose

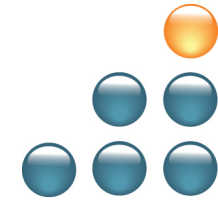


- First, Give The Purpose Of Your Briefing

“The purpose of my briefing today is to obtain a decision from you regarding which vendor to choose for supporting our new location on the Monterey Peninsula”

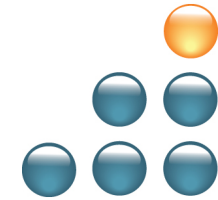
- Ensure You Include ‘Decision’ In Your Purpose
- Otherwise, Your Audience Will Expect An Information Briefing

Situation



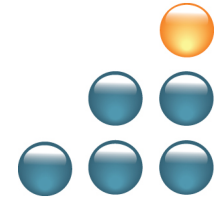
- Lay Out The Facts And Basic Parameters Surrounding The Decision
- This Is Not A History Of How You Got To This Point
- Avoid Telling Stories: Let The Power Of Your Recommendation Be The Drama
- Even If Encouraged To, Don't Skip Situation Entirely
- Your Presentation Depends On The Logical Flow

Options



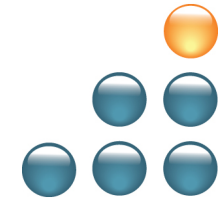
- Show The Options And Give A Brief Overview Description Of Each
- Don't Start Describing What Makes Them Good or Bad Yet
- Don't Describe The Analysis You're Going To Use Yet Either
- It'll Stop The Audience Skipping Ahead To Particular Options
- Include The Status Quo In Every Briefing

Comparison



- Detail The Criteria You're Going To Use For The Comparison
- List Each Criteria And Talk Briefly About Each One
- Then Compare Each Of The Options Against The Criteria
- Cover Each Thoroughly To Protect You Against Vested Interests

Recommendation

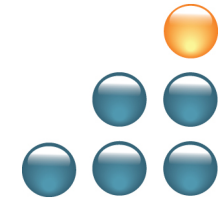


- This Step Will Be Brief Because You Have Already Done The Comparison

“Based on this comparison and our clear concerns about location and income, my recommendation is to purchase Tract B and build our outlet there.”

- Your Professional Obligation Here Is To Drive A Good Decision For The Firm

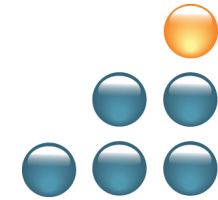
Request



- Create Clear Closure At The End Of The Meeting
- Make Sure You Achieve Your Purpose

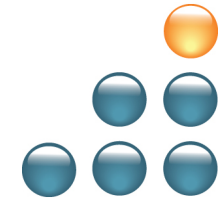
“I’ve recommended Option B. What’s your decision?”

Always Consider Time And Risk



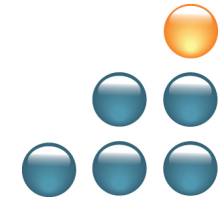
- For Each Of The Options And For The Overall Decision
- What Is The Cost Or Risk Of Delaying A Decision?
- Conversely, What Is The Value Of Moving More Quickly?
- Think About It And Be Ready To Address It

Use SOCRR Always



- These Principles Work Whether It's A Small Decision Or A Big One
- Use The Process On Small Decisions To Get Better At Briefing
- Then You'll Be Good When It Really Matters

Effective Decision Briefs Are Always Pre-Wired



- Use The [Pre-Wire Guidelines](#)
- It Could Change Every Step Of The Process
- Pre-Wire With Anyone Who Might Be Involved In The Decision