

THE DECISION FILTER

NAME _____ DATE _____

PROPOSED PROJECT	
PURPOSE	KEY REASONS FOR DOING THIS
	1.
WHY DO THIS? TOP 1 REASON	2.
	3.
FINAL PROJECT WHAT DOES COMPLETED LOOK LIKE?	4.
	5.
BEST OUTCOME FROM DOING IT	
RISK OF NOT DOING IT	

WILL THIS:

INCREASE REVENUE?	YES / NO	HOW?
INCREASE PROFIT?	YES / NO	HOW?
INCREASE EMPLOYEE SATISFACTION?	YES / NO	HOW?
INCREASE CUSTOMER SATISFACTION?	YES / NO	HOW?

HOW MUCH \$ WILL IT COST? EXPECTED ROI? _____

HOW MANY HOURS / DAYS WILL IT TAKE US? _____

GREEN / YELLOW / RED LIGHT – IF GREEN WHEN? _____