

THE DECISION FILTER

NAME _____ DATE _____

PROJECT

PURPOSE	SUCCESS CRITERIA
	1.
IMPORTANCE WHAT'S THE BIGGEST DIFFERENCE THIS WILL MAKE	2.
	3.
IDEAL OUTCOME WHAT DOES THE COMPLETED PROJECT LOOK LIKE?	4.
	5.
BEST RESULT	
WORST RESULT	

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? _____