*Phase A, Worksheet 1: Decision Verification*

| Decision objective statement: |  |
| --- | --- |
| Item | **Answers and/or comments** |
| Decision Verification |  |
| Is this a decision made by people (possibly with technology support)? |  |
| Is this a decision to take action(s) that will lead to outcomes? |  |
| Are we sure that this is a decision and not a process? |  |
| Decision Framing |  |
| Outcomes (potentially measurable things, for which the decision customer considers the team responsible) |  |
| Actions (the choices that you can make). This could be a selection between a few alternatives or a range (for example, “number of people who travel” could be a range from 50 to 1,000) |  |
| External factors that influence the decision outcome(s) but are not in our control |  |
| Known goals |  |

| **Phase A, Worksheet 1: Decision Verification** | | |
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| **Decision Objective Statement:** | The company needs to find ways to increase customer satisfaction. The executives believe that one way to do this may be to launch an “unlimited” subscription service, where customers can use all the voice-call minutes and data they desire for a single monthly price. The executives want to explore a range of unlimited plan options supported with advantages, disadvantages, and risks in order to make a decision whether or not to offer such a plan and, if so, what plan. | |
| **Item** | | **Answers and/or comments** |
| *Is this a decision made by people (possibly with technology support)?* | | Yes, this decision will be made by the CEO, based on the work done by the decision team. |
| *Is this a decision to take action(s) that will lead to outcomes?* | | Yes, the team is advising the CEO whether to take an action—offer an unlimited plan. |
| *Have you identified at least one possibly vague outcome?* | | Yes, “increase customer satisfaction.” |
| *Do you agree that there are actions that someone could take to create this outcome?* | | Yes, “launch an unlimited plan.” |
| *If not, can the objective be restated as a decision to take action(s) that will lead to outcomes?* | | Not applicable |
| *Is this decision obvious given a specific piece of data? (If yes, this is not a good DI decision.)* | | No, this decision will use several kinds of data and models. |
| ***Does the decision appear to be too simple for DI? If the answer to any of the following questions is “yes,” then DI will be valuable.*** | | |
| *Is it possible that the team is not aligned around outcomes?* | | Possible, but unknown. |
| *Do the outcomes include soft factors like brand?* | | Yes, “customer satisfaction,” so DI will be valuable. |
| *Do actions or outcomes cross silos?* | | Yes, we expect there will be financial as well as soft outcomes. |
| *Is there a high cost of error?* | | Yes, we could reduce profits or become less competitive. |
| *Are unintended consequences possible?*  (note that unintended consequences will be explored further in later phases; this is just the first time we ask this question) | | None are expected at this time. |
| *Will the team use data, models, or other decision assets to make the decision?* | | The team notes that there may be existing technology assets that could support this decision: data about costs and benefits as well as customer behavior models. |
| *Is there a need to track the decision over time and make adjustments?* | | Yes, the rollout will take time. |
| *Is this a recurring decision?* | | No |
| *Are we sure that this is a decision, and not a process?* | | Yes, once the decision has been made, that will trigger a process to implement one or the other pricing plan, but this decision is separate from that process. |
| ***Based on the answers to the questions above, have we decided that this is a good decision for DI?*** | | **Yes, this is a good decision for DI** |
| *Do we have the right members on the decision team?* | | No, there is no one representing the customer. |