



ANALYZE QUESTIONS

- Which of your options do you feel the most confident about right now?
- Let's start with your first one. What do you think will be the upside? Downside? Risks?
- What data and/or evidence supports your point of view?
- How reliable is your data and/or evidence?
- What impact will this option have on the rest of the organization?
- What might be the short-term consequences? Long-term consequences?

Repeat the above questions with at least 2 other options, then ...

- Compare and contrast your options.
- Ask which one has the biggest return on investment and consequences you can live with.

