

Strategic Decision: *For example, should we expand into new international markets?*

Strategic Options			
Option #1	Option #2	Option #3	Option #4
<i>Description</i>	<i>Description</i>	<i>Description</i>	<i>Description</i>
Benefits: <ul style="list-style-type: none"> • Benefit • Benefit • Benefit 	Benefits: <ul style="list-style-type: none"> • Benefit • Benefit • Benefit 	Benefits: <ul style="list-style-type: none"> • Benefit • Benefit • Benefit 	Benefits: <ul style="list-style-type: none"> • Benefit • Benefit • Benefit
Risks: <ul style="list-style-type: none"> • Risk • Risk • Risk 	Risks: <ul style="list-style-type: none"> • Risk • Risk • Risk 	Risks: <ul style="list-style-type: none"> • Risk • Risk • Risk 	Risks: <ul style="list-style-type: none"> • Risk • Risk • Risk
What must be true? <ul style="list-style-type: none"> • Fact • Fact • Fact 	What must be true? <ul style="list-style-type: none"> • Fact • Fact • Fact 	What must be true? <ul style="list-style-type: none"> • Fact • Fact • Fact 	What must be true? <ul style="list-style-type: none"> • Fact • Fact • Fact

Strategic Recommendation: Option #2

Supportive reasoning why (keep it short and to the point - 1-2 sentences; unless audience prefers otherwise)

Tips for use:

1. **Strategic Question:** Include strategic question(s) at the top so the audience understands the ultimate goal and decision to be made.
2. **Option name:** Be clear and concise. Choose a name that's easy to understand. Avoid jargon or overly complex terms. Use actionable language. *Example: "Expand into new markets" or "Deploy new campaign."*
3. **Description:** Use a brief explanation of what the option is. Should be clear enough for someone unfamiliar with the option to understand. Keep it short. *Example: "Enter international markets to diversify revenue streams."*
4. **Benefits:** Be specific and measurable. Use tangible outcomes and data when possible. Focus on value like improved efficiency, competitive advantage, or growth. Consider both short and long-term benefits. *Example: "Reduce turnover by 5%, Improve pick-up rates by 10%, generate new sales."*
5. **Risks:** Identify potential obstacles, challenges, or drawbacks from the option. Consider internal factors like resources, and external factors like market or economic conditions. Be specific and honest. Clear is kind. Not required but nice to have - add severity level i.e. low, medium, high. *Example: "Internal resources increase cost, potential for budget overruns - high."*
6. **What must be true:** Identify conditions or assumptions that must be true for an option to succeed. Demonstrates what's needed to move forward i.e. market readiness, organizational capabilities, or required resources. What is absolutely necessary for the strategy to work. *Example: "Integrate a new autodialer to improve efficiency and pick-up rates."*
7. **Strategic recommendation:** Be prepared with your own perspective. Highlight recommendation to make it easy to see. Add 1-2 sentences to provide a why or reasoning for your perspective. Do not get into the weeds or be too detailed (unless the audience requires it).
8. **Be clear and concise.** Use simple language, bullet points, and easy to read formatting.
9. **Be neutral, fact-based, and honest.**
10. **If possible, use color-coding, icons, or charts** to improve visual appeal (depending on branding requirements and audience preferences).