

To do A or to do B? That is the question.

What do you gain by not doing x?	What do you gain by doing x?
What do you lose by not doing x?	What do you lose by doing x?

Sometimes it's hard to make decisions – shall I go for this job or not? Shall I take on the new part of my role...or not?

And though it might be tempting to simply list the pro's and con's, working with a coach you can do a more thorough analysis, where each of the 4 grids requires answers to the 4 different questions.

Sharing this graphically is very powerful, whether face to face or over the phone. Draw 2 lines at right angles to intersect near the middle of the page.

X-scale is the action, do it (right hand side) or not do it (left hand side).

Y-scale is the impact, positive (benefits go at top of page) or negative (drawbacks go at bottom of page).

They are 4 distinct questions and need to be answered separately. Answers go into 1 of the 4 quadrants. Lot of information in opposite quadrants usually provides an easy answer. If it's not obvious at this stage, test the level of importance or priority given to each answer.

What does this tell you about that important decision?