

# decisions, Decisions!

How to make the decision process work for you

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So what is this thing, a decision? A decision is something that happens to select a route at a crossroads - a choice of ways forward, at the end of a phase of the journey, we are going to stop doing, start doing. The reason they are worrying is because usually decisions are hard to reverse - if you've spent your budget it's gone! And decisions have implications.....

The first thing to be clear on is whose decision it is. I call this big and little decisions. If it's yours to make I call it a **decision**. If it is for others to influence or make I call it a **Decision**.