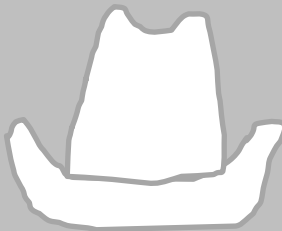


Small Business Decision Making Tool: Thinking Hats

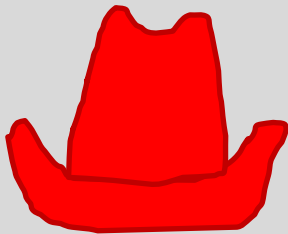
Use these questions to help you make better decisions

The Researcher



- What do I know about the problem?
- What information do I lack?
- What has happened in the past?
- Can I use past data to predict the future?

The Intuitive



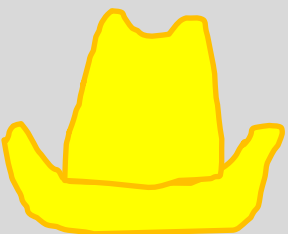
- Who will be affected by this decision?
- How might other people feel about it?
- What does this decision look like from the perspectives of others?
- How would I approach the decision with empathy?

The Pessimist



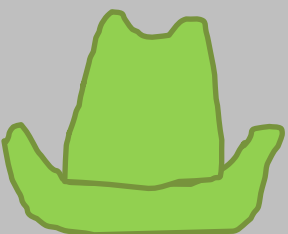
- What can go wrong with this decision?
- What are the weaknesses in my plan?
- Are there any fatal flaws?
- What problems might I encounter in the future?
- What will I learn if something goes wrong?
- What will I do if the decision fails?

The Optimist



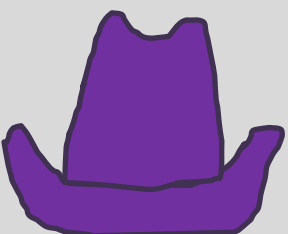
- What are the benefits of this decision?
- What is the value in the decision for myself? For others?
- What if my decision is a huge success? What will I learn? What will I do?

The Creative



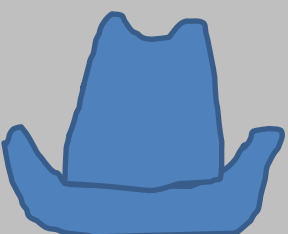
- If time were no object, what would I do?
- If money were not limited, what would I do?
- If I could wave a magic wand right now, what would I ask for?
- What would be my ideal vision of this decision?

The Ethicist



- Is this decision legal? Is this decision ethical?
- Who or what could be harmed by this decision?
- Do all affected parties have a say in this decision? To be equitable, should they?
- What is the "right" action to take?
- How do I explain my decision to those that may be harmed?

The Manager



- How would my employees see this decision?
- How would my customers see this decision?
- How about my investors/shareholders?
- How about members of the community?
- What effect would this decision have on my industry?
- How does my decision affect the environment?

Sometimes small business owners don't take action because they aren't sure what action to take. A simple marketing research study can reduce uncertainty and help you gain confidence that your marketing strategies are on target. **Call me to find out how marketing research can help.**



Service Quality Marketing Research & Communications

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