

WEEK 7: MAKE SMARTER DECISIONS WITH CONFIDENCE

Pull everything together to make clear, confident and data-led decisions that drive results.



WHY THIS MATTERS

Data and insights only create value when they lead to action. Smart decisions align your customer needs, market opportunities and business goals.

Confident decisions reduce risk, speed up execution and increase the likelihood of lasting impact.



YOUR OBJECTIVE THIS WEEK

Synthesize your insights, evaluate your options and prioritise the actions that will create the biggest impact for your business and customers.

PRINCIPLE: SYNTHESISE → EVALUATE → DECIDE



SYNTHESISE
Pull key insights together into a clear picture.



EVALUATE
Weigh options against impact, effort and risk.



DECIDE
Choose the best path forward with confidence.

THE 5 AREAS TO EXPLORE

Use this checklist to turn insights into smart decisions.

1



KEY INSIGHTS SUMMARY

- What are the top insights from your research?
- What surprised you the most?
- What are the most important takeaways?

Focus: Capture the few insights that matter most.

2



OPTIONS & OPPORTUNITIES

- What are the realistic options open to you?
- What opportunities offer the most potential?
- What are the trade-offs of each option?

Focus: List and understand all viable options.

3



EVALUATE & PRIORITISE

- How does each option score on impact, effort and risk?
- Which options align best with your goals and customer needs?
- What should be your top priorities?

Focus: Rank your options with a clear rationale.

4



DECISION CRITERIA

- What factors must be true for a decision to be successful?
- What potential objections or barriers might arise?
- What data or validation do you still need?

Focus: Validate you have the right criteria.

5



RECOMMENDED ACTIONS

- What actions will you take in the next 30, 60 and 90 days?
- Who needs to be involved or informed?
- What resources or support do you need?

Focus: Define the actions that will move you forward.

SOURCES TO HELP YOU BUILD YOUR PLAN

Use a mix of these sources to validate and prioritise your options.



YOUR RESEARCH & INSIGHTS

Use everything you've learned in the past 7 weeks to guide priorities and decisions.



TEAM WORKSHOPS

Collaborate to refine ideas, assign ownership and build commitment.



INDUSTRY BENCHMARKS

Set realistic targets by comparing with industry leaders.



CUSTOMER VOICE

Use feedback, reviews and surveys to validate and refine your plan.



FINANCIAL DATA

Ensure actions are supported by budgets, forecasts and ROI projections.



TOOLS & FRAMEWORKS

Use decision matrices, prioritisation grids, OKRs or business cases.

DECISION PRIORITISATION MATRIX

Focus your time and resources on what matters most.

IMPACT ↑ High ↓ Low	QUICK WIN Do it now	MAJOR PROJECT Plan & execute	HIGH RISK / RETHINK Challenge value
	EASY WIN Do it soon	WORTH DOING Evaluate further	LOW PRIORITY Consider later
	NICE TO HAVE If time allows	LOW IMPACT Low priority	AVOID Not worth it
	Low ← EFFORT / RISK → High		



A COMMON TRAP

Making decisions based on the loudest opinion, not the best evidence. Avoid bias, politics and analysis paralysis.



Avoid loud > right



Challenge your bias



Focus on the facts



Decide and move forward



TURN INSIGHT INTO ACTION

- ✓ Synthesize your key insights into a clear summary.
- ✓ Evaluate your options using a structured framework.
- ✓ Prioritise the actions that will create the biggest impact.
- ✓ Align stakeholders and confirm the decision.



NEXT UP:

Week 8 – Create Your Action Plan and Drive Results

You'll create a practical plan, set targets and build the momentum to turn your decisions into measurable success.

MAKE BETTER DECISIONS.

DRIVE BETTER RESULTS.

Intelligence today.
Advantage tomorrow.

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