

April/May/June 1990

**TO: Executive Addressed**

**FR: James E. Lukaszewski, APR Chairman**

**RE: Executive Decision Making**

Top executives constantly complain that when decision time arrives they are presented with fragmentary, inaccurate, and often incomplete information rather than the key elements necessary for effective decision making. The Executive Decision Maker shown below is a simple, direct, single-page process for helping those who help you provide focused, accurate, and complete information.

## EXECUTIVE DECISION MAKER

Description (what it is):

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Explanation:

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Options (pathways to a solution):

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

Recommendation(s) (If I were you,  
here's what I'd do.):

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## TIPS FOR SUCCESSFUL USE

- Keep it to one page, one side.
- Use positive, direct, power language.
- Provide at least three options.
- Put yourself in the boss's shoes when you decide which of the options you're going to choose as your recommendation.

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