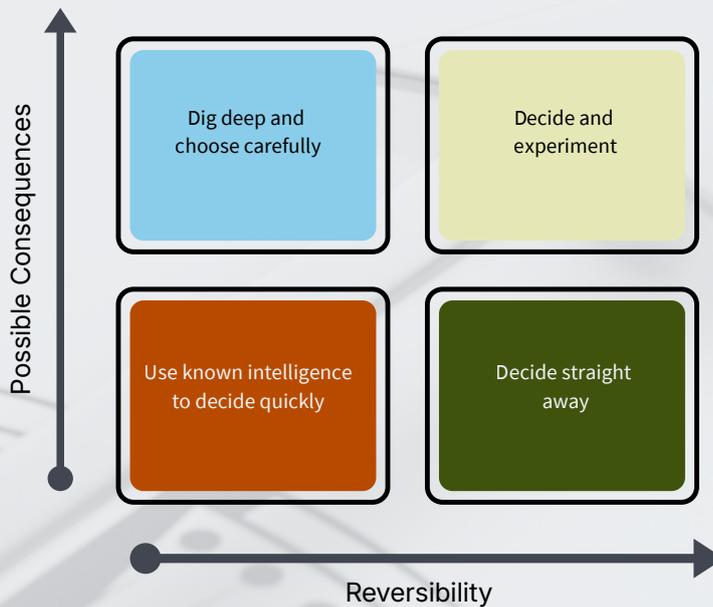


Reversibility–Consequence Decision Matrix

The reversibility x consequences matrix is a tool to help you decide how to decide.

It focuses your attention on two questions:

1. How reversible is this decision?
2. How significant might the consequences be from this decision?



Four modes emerge:

- Reversible and low consequence - You can decide straight away. Tweaking a sales process.
- Reversible and high consequence - Decide and experiment. Run a pilot scheme for a new market.
- Irreversible and low consequence - Use known intelligence to decide quickly. A routine supplier switch.
- Irreversible and high consequence - Dig deeply and choose carefully. A senior management hire.

This is a 30-second ritual that helps give you part of the answer you're building in step 1 of the decision-making process.

See how this slots into your [full decision process](#).

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