Strategy : Decision Matrix

Fundamentals of the strategy

What is the goal of this strategy ?

make a decision by **evaluating** and **prioritizing a list of options** based on **multiple criteria**

When to use it ?

- when a list of options must be narrowed to **one choice**
- when a decision must be made on the basis of **several criteria**
- When only one solution or problem-solving approach can be implemented

How to apply the strategy ? 6 Steps

1. Brainstorm and **identify** all potential **evaluation criteria.**
2. **Refine the criteria list**, focusing on those most important for your context.
3. **Assign relative weights** to each criterion based on its importance (e.g., distribute 10 points).
4. **Create an L-shaped matrix** with criteria and weights along one edge and options along the other.
5. **Evaluate** each option using a **consistent rating scale** (e.g., 1-5), where higher scores reflect more desirable outcomes.
6. **Multiply the weight by the rating** for each criterion, **sum the results**, and identify the option with the **highest total score.**

	Weight	Option 1	Option 2	. . .	Option n
Criterion 1	W1	S11 = W1* O1C1	S12 = W1* O2C1		S1n = W1* OnC1
Criterion 2	W2	S21 = W2* O1C2	S22 = W2* O2C2		S2n = W2* OnC2
. . .					
Criterion m	Wm	Sm1 = Wm* O1Cm	Sm2 = Wm* O2Cm		Smn = Wm* OnCm
Total	**W1+W2+... +Wm**	**S11 + S21 +... + Sm1**	**S12 + S22 +... + Sm2**		**S1n + S2n +... + Smn**

Wi the weight of the ith criterion, OjCi the rating of the criterion i for the option j