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Improving your decision making

@uxcandor

Yuriy Zaremba

Do your due diligence

Build your own point-of-view as a product practitioner. That POV will come naturally and with conviction when you do your due diligence. Synthesize everything you know (via data, research, tribal knowledge) and turn those insights into a foundation for decision making.

Be aware of risks

After identifying what you do know, you should see gaps in knowledge around what you don't know. Flag those as risks before moving forward, so if you continue moving forward with you are all aware of the risks you are proceeding with.

Be strategic

That doesn't mean thinking super long term, or saying smart high-level things- it means being intentional about everything you're choosing not to do*. Exhaustively explore every direction you can take, then systemically eliminate options that don't make sense to narrow focus.

***Recommended reading:** Playing to Win by A.G. Lafley, This is Service Design Thinking by Marc Stickdorn/Jakob Schneider

Be intentional

When you are detecting that either you or a team-member is unconsciously making a decision, document it (and the decider) and re-iterate that the decision was intentional. This will cause reflection, awareness, and intentionality in the details.

Own it

Most product practitioners unconsciously defer to a superior for a decision to be made for them*. This is lazy at worst, and a crutch for owning your decision making at best. Build your conviction, have a POV, and defend it.

*Example: Mr/Mrs Director, do you think we should go with A or B?

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