

STEP 1 → WHAT TYPE OF DECISION IS THIS?

SIMPLE / CLEAR

Obvious cause and effect. A best practice exists.

Examples:

- Leave approval
- Invoice payment
- Onboarding procedure
- Password reset

Key question:
Is there a procedure? Apply it.

COMPLICATED

Cause and effect exist, but it takes experts.

Examples:

- New product launch
- Team restructuring
- Annual financial plan
- IT supplier selection

Key question:
Who are the experts? Gather them.

COMPLEX

Cause is only visible in retrospect. Needs experiments.

Examples:

- Cultural change
- Entering a new market
- Digital transformation
- Retention strategy

Key question:
What small, safe experiment can we run?

CHAOTIC

No visible cause-effect relationship. Crisis.

Examples:

- Cyber attack
- Surprise CEO resignation
- Acute PR crisis
- Loss of a major client

Key question:
Act NOW, stabilise, then think.

STEP 2 → WHAT PROCESS FITS?

THE RIGHT PROCESS FOR EACH TYPE

SIMPLE / CLEAR

Sense → Categorise → Respond

- ⇒ Decide fast, individually
- ⇒ Apply the existing procedure
- ⇒ Don't waste time in meetings
- ⇒ Document if an exception appears

COMPLICATED

Sense → Analyse → Respond

- ⇒ Call in the right experts
- ⇒ Ask for data, options, pros and cons
- ⇒ Decide based on rigorous analysis
- ⇒ Beware of "analysis paralysis"

COMPLEX

Probe → Sense → Respond

- ⇒ Launch small, parallel experiments
- ⇒ Amplify what works, stop what doesn't
- ⇒ Iterate in short cycles (1-2 weeks)
- ⇒ Accept that you can't plan everything

CHAOTIC

Act → Sense → Respond

- ⇒ Immediate decision, no debate
- ⇒ Stabilise the situation first
- ⇒ Communicate directly, without ambiguity
- ⇒ After stabilising, move it back to Complex

STEP 3 → WHO HAS WHICH ROLE? (RAPID)

MAP THE ROLES: THE RAPID METHOD (BAIN)

For each important decision, assign the 5 roles.
A role can belong to one person or to a small group.

R

RECOMMEND

Who prepares the proposal, the data, the options?

Name / role in the organisation...

A

AGREE

Who must agree (veto) beforehand?

Name / role in the organisation...

P

PERFORM

Who implements the decision once it is made?

Name / role in the organisation...

I

INPUT

Whose opinions do we ask, without a veto?

Name / role in the organisation...

D

DECIDE

Who makes the final decision? (ONE person only)

Name / role in the organisation...