

# DECISION CRITERIA

How can you understand, which option is the best one?  
Even before the discussion, jointly define relevant criteria.  
As you go along, keep coming back to it and match it up.  
Proposals help the group to agree on common criteria.

WHICH CRITERIA HAVE THE  
GREATEST RELEVANCE?

**TOP 1**

**TOP 2**

**TOP 3**

**TOP 4**

## POSSIBLE CRITERIA to choose from

Urgency | Importance | Social desirability | Degree of innovation | Security | Relevance | Harmony | Necessity | Sustainability | Exclusivity | Simplicity |  
Cash-cow | Demand | USP | Portfolio | Fits us | Functionality | Effort | Benefit | Leverage | Pain points | Goal achievement | Motivation | Effect | Efficiency |