

# The Decision That Unlocks Action

*Abby McIntyre Consulting, January 2026*

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If conversations in your business feel harder than they should, it's rarely a communication problem.

It's a decision that hasn't been fully made yet.

Until that decision is clear, every conversation carries extra weight.

- sales take longer
- marketing feels risky
- teams wait

What's worse, the issue doesn't go away.

You keep revisiting the same decision instead of moving the business forward.

## When to use this

Use this when you're thinking:

- "I need to explain this better."
- "I don't want to confuse people."
- "I should say something publicly, but I'm hesitating."
- "My team keeps asking the same questions."

If you're stuck because once something is said it's hard to undo, this tool is for you.

## Why this matters

When decisions stay unclear:

- conversations take more effort
- marketing feels heavier than it should
- sales slow down because asks feel tentative
- the same issue keeps resurfacing

Clear decisions create momentum because they remove hesitation.

When people understand what's happening, what's expected, and what to do next, conversations move forward without extra explanation. That reduces back-and-forth, shortens sales cycles, and frees up time. That's where the return on investment shows up.

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## Step 1: Name the decision

Write the real decision. Don't soften it.

*The decision I need to make or communicate is:*

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Examples:

- increasing or changing pricing
- narrowing what you offer
- clarifying who your work is for
- setting expectations with customers or partners
- explaining a change to your team

If this feels uncomfortable, that's normal. It usually means the decision matters.

This tool starts with the decision, not the ask.

Once the decision is clear, the next step for others usually becomes easier to name.

## Step 2: Be clear about who this affects

Clear decisions support clear conversations and cleaner action.

**This decision affects:**

- customers
- my team
- partners
- all of the above

Now complete this sentence:

*Because of this decision, people will need to understand:*

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If this isn't clear yet, conversations will stay difficult and asks will feel heavier than they need to be.

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## Step 3: Set initial boundaries

This protects your time, your energy, and your business.

### **I am willing to say publicly:**

- what has changed or is now clear
- who this is for
- what people can expect next

### **I am not willing to say publicly:**

- promises I can't control
- explanations that invite debate
- language that quietly expands scope

Clear boundaries turn marketing into execution, not negotiation. They also make asks feel steadier and less pushy.

## Pause here

If you can:

- ✓ name the decision in one sentence
- ✓ identify who it affects
- ✓ say what you are and are not willing to say

Then, you've done the work this tool is meant to support.

Many leaders feel a noticeable sense of relief at this point. That's a signal you're on the right track.

## Final note

- ✓ This tool helps you make the decision. It does not help you draft the message, frame the ask, test it, or decide when you're done.
- ✓ If you're ready to turn a clear decision into clear action, the full Message Clarity Decision Toolkit picks up from here. You can contact Abby at [abby@abbymcintyre.ca](mailto:abby@abbymcintyre.ca) for more information.
- ✓ If not, stop here. Close this page. Let the decision settle.