



Decision & Prioritization Toolkit

For Startups, Solopreneurs, and Established Businesses

Use this toolkit to evaluate decisions, prioritize initiatives, and stay aligned with your strategic goals.
Choose the tool that best matches your business stage and the decision you are facing.

Universal Decision Tools

- Eisenhower Matrix – Prioritize urgent vs important tasks.
- Impact vs Effort Matrix – Focus on high-impact, low-effort initiatives.
- Weighted Scoring Model – Score options against key criteria.
- Cost-Benefit Analysis – Compare expected value and tradeoffs.
- 80/20 Rule – Focus on the few actions that drive most results.

Startup Tools

- Lean Canvas – Clarify and validate your business model.
- Assumption Testing Matrix – Identify and test risky assumptions.
- RICE Framework – Score growth initiatives objectively.
- Runway-Based Prioritization – Filter decisions through cash impact.

Solopreneur Tools

- Revenue First Filter – Prioritize income-generating actions.
- Energy vs Return Matrix – Balance effort with sustainability.
- Time ROI Calculator – Evaluate return on time invested.
- Stop-Doing List – Eliminate low-value commitments.

Established Business Tools

- OKR Prioritization – Align initiatives to objectives.
- Strategic Fit Matrix – Ensure alignment with long-term vision.
- Portfolio Prioritization – Balance core, growth, and experimental work.
- Decision Rights Matrix – Clarify ownership and accountability.



Risk & Complex Decision Tools

- Scenario Planning – Prepare for multiple future outcomes.
- Pre-Mortem Analysis – Identify failure risks in advance.
- Decision Journal – Improve future decisions through reflection.

Reflection Prompts

- Does this decision align with our current strategic focus?
- What is the cost of doing nothing?
- Is this a now, next, or later priority?
- Does this create long-term value or short-term relief?