



# Decision Matrix

Options	What's the BEST that could happen?	What's the WORST that could happen?



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**EXAMPLE – DECISION MATRIX**

**Scenario:** I really want to get into Social Media to work for a big Fortune 500 company and I've got 2 job offers. Which job do I choose?

<b>Options</b>	<b>What's the BEST that could happen?</b>	<b>What's the WORST that could happen?</b>
<p>Position at Fortune 500 Company working as a website copywriter</p>	<ul style="list-style-type: none"> <li>- I could be recognised for my talents and help to establish social media policies for the company</li> <li>- I could meet potential influencers who would carry me closer to my goals</li> </ul>	<ul style="list-style-type: none"> <li>- The company might be so busy that I'll never get a chance to work on anything else</li> <li>- I might get pigeon holed into the website copywriting team so that I can't break out of it.</li> <li>- If I don't get the opportunities that I want in this company when I move to another company my experience won't be valuable as a copywriter.</li> </ul>
<p>Graduate position at Not-For-Profit organisation helping to establish their social media policies</p>	<ul style="list-style-type: none"> <li>- I could really learn how the not for profit sector works</li> <li>- I can use my passion for social media to bring real results for the company</li> <li>- I can use my experience to move onto more interesting roles if and when I choose to leave the company</li> <li>- I will have gained quality experience that I can use in my next position</li> </ul>	<ul style="list-style-type: none"> <li>- I could be pigeon holed into working for Not-For-Profit sector companies</li> </ul>