DECISION CHECK

Oliver Martin’s 4C Leadership Decision Check

Oliver Martin’s 4C Decision Check gives leaders a disciplined way to turn pressure into clear action.

01 Clarity

What decision has to be made now?

Define the real decision instead of reacting to a vague problem.

02 Criteria

What must this decision optimize for?

Choose the standard: speed, trust, cash flow, quality, strategic position or resilience.

03 Consequences

What will this choice create, delay, risk or make impossible?

Look beyond the first result and consider second-order effects.

04 Communication

What logic must others understand?

Explain the reasoning so the decision becomes coordinated action.

Use this decision check before board meetings, investment decisions, hiring choices, restructuring discussions or any moment when a team is waiting for direction.