

Decision-making memo [Template]

Background

Write a paragraph here about the background and history. This helps give much-needed context for people who may not be as familiar with your area as you are. Especially at a company at scale, you can't expect all your peers to be on top of all the different things happening in your area.

Problem

What is the problem?	
Why is it important now?	
What's the smallest, lowest-cost version of the decision that we need to make?	
Who are the key decision-makers?	
Who is the DRI?	

Options

Option 1

Option 2

Option 3

Risks

- List out all the different risks here
- It's important to recognize that different teams may have different appetites for risk
- For example, you (marketing) may care less about a potential legal risk than the legal team does

Recommendation: Option X

Plus write a short paragraph here about why you recommend this option. Remember: Data is a shared language and will likely resonate with many audiences