Executive Decision Canvas

General Assembly — Leaders handout

Decision to be made

What call needs to be made, by whom, and by when? **Decision owner**

Who is accountable for making the decision and acting on it? **Time horizon or cadence**

Is this a one-off decision, a weekly review, or a recurring operational choice? **Uncertainty or unknowns**

What do we still not know that matters to this decision? **Threshold for action**

What result or change would trigger a different decision? **Data required**

What evidence is actually needed? Which measures, segments, or comparisons matter? **Freshness requirement**

How current does the data need to be for this decision to be safe? **Handling constraints**

What access, sharing, or sensitivity constraints apply to the data or output? **Risks if wrong**

Operational, service, reputational, or handling risks if the call is made on weak evidence. **Next review date**

When should this decision or evidence pack be revisited?

Synthetic example

Decision: decide whether to escalate Metro North service instability in next month's operations review.
Threshold: escalate if repeat-fault trend rises for a third consecutive week or if customer-impact incidents breach the agreed tolerance.
Freshness: source data must be no older than 24 hours.
Handling: detailed site identifiers limited to the operational review group.