

The KrisLai Decision Framework

A Practical Guide to Better Business Decisions

krislai.com

Why Most Decisions Fail

Many decisions feel right in the moment but fail later. Leaders often focus on immediate results, overlook human behaviour, misread signals, and underestimate long-term consequences.

Insight: Most bad outcomes are not from bad decisions — but incomplete thinking.

The KrisLai Framework

This framework improves decision-making by analysing four key dimensions before acting.

Behaviour → How people respond Signals → What data reveals Environment → Context matters
Consequences → What happens next

The Decision Loop

Strong decisions are iterative. You think, act, observe, and refine — continuously improving your judgement.

Think → Act → Observe → Adjust

Second-Order Thinking

The most important question in decision-making is: 'And then what?' This reveals consequences beyond the obvious.

Example: Price cut → Sales rise → Margins fall → Customers expect discounts → Brand weakens

Real Business Example

A company reduces prices to drive growth. Sales increase initially, but margins shrink and customer behaviour shifts toward waiting for discounts.

Lesson: Short-term wins can create long-term dependency.

Common Mistakes

Leaders often rely too much on instinct or data alone. The most common errors include ignoring behaviour, misreading signals, focusing only on short-term outcomes, and overconfidence.

Quick Decision Checklist

Before any decision, pause and ask:

What will people do? What signals exist? What is the environment? What happens next? And then what?

Final Thought

Better thinking leads to better decisions. Structured thinking creates consistent results.

Apply this framework before your next important decision.

Read more at krislai.com