5 QUESTIONS FOR
KNOWLEDGE-BASED DECISION MAKING

1. What do we know about our members' or prospective members' wants, needs, or preferences that are relevant to this discussion?

2. What do we know about the capacity and strategic position of the organization relative to this issue?

3. What do we know about the current realities and evolving dynamics that are relevant to this discussion?

4. What are the ethical implications of our choices (pros and cons)?

5. What do we wish we knew, but don't?