

THE DECISION MAP ©

DEVIANCE

Will this help me stand out or break cultural / social norms?

CONFORMITY

Are others in my peer group doing this and is it acceptable to them?

INVESTMENT

Is this investment or behavior going to provide me with a valuable return?

NOVELTY

Is this noticeably new and will others see it?

SOCIAL

Will this make people around me show interest or connect with me?

NECESSITY

What specifically makes this necessary versus other options?

