

Be a BRAINIAC: Process for Evaluating and Solving Dilemmas

Evaluating difficult issues can be broken down into individual, easier-to-digest questions. Use the BRAINIAC acronym to explore and resolve problems.

B enefits	What are the advantages?
R isks	What are possible problems?
A lternatives	What are other options?
I nformation	Where did the information to answer the previous questions come from?
N o / Not Now	What would happen if you said, "No," or "Not now."
I ntuition	How does this idea make you <i>feel</i> ?
A ction	What is the plan moving forward?
C onsider	Who else is involved in this plan?

