



DECISION ASSISTANT

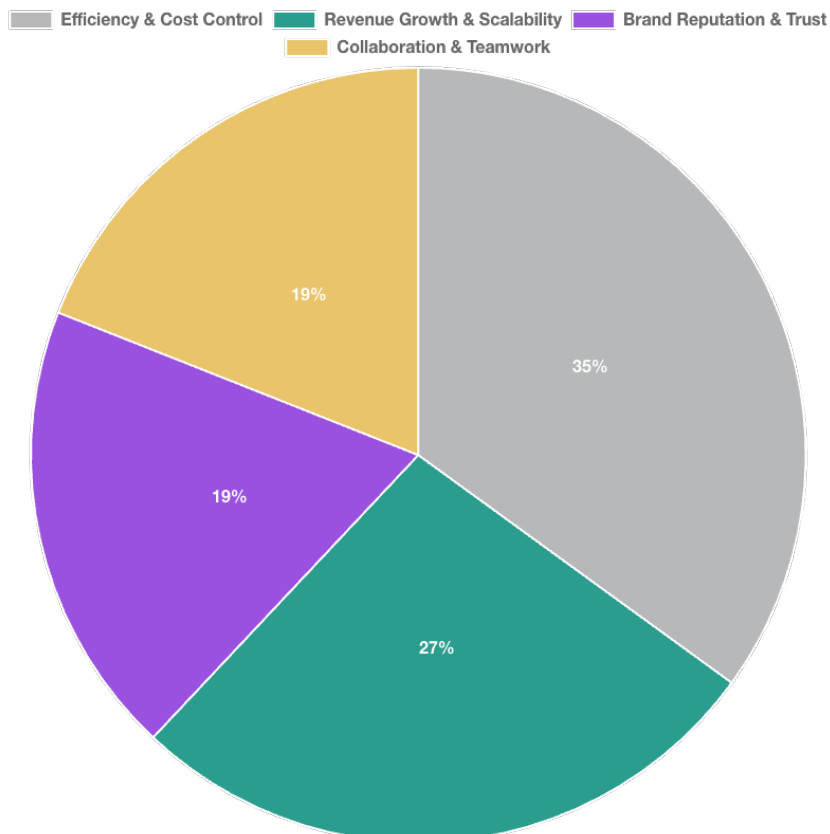
Your Decision Analysis

Based on your selected criteria and values, here's how each option aligns with what matters most to you.

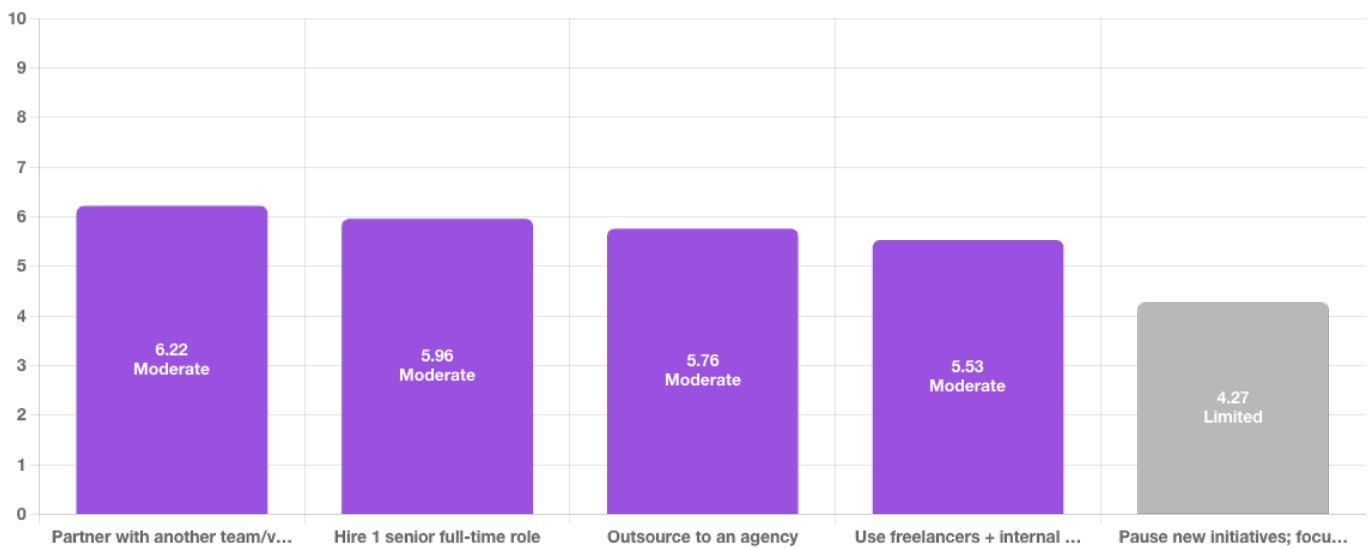
Decision Being Analyzed: Hire vs. Outsource for Faster Delivery

What Matters Most to You

This chart shows your top values and their relative importance in this decision.



Overall Alignment Scores



Option (j)	Score	Fit Level
Partner with another team/vendor for shared delivery	6.22	Limited
Hire 1 senior full-time role	5.96	Limited
Outsource to an agency	5.76	Limited
Use freelancers + internal lead	5.53	Limited
Pause new initiatives; focus on process efficiency	4.27	Limited

Note: Higher scores reflect better alignment with your selected values—not a “correct” or universally optimal decision.

Calculation Details

Partner with another team/vendor for shared delivery

Criterion (i)	Weight	Alignment (a_{ij})	Weighted Score
Revenue Growth & Scalability	0.269	6	1.61
Efficiency & Cost Control	0.346	5	1.73
Brand Reputation & Trust	0.192	7	1.34
Collaboration & Teamwork	0.192	8	1.54

Hire 1 senior full-time role

Criterion (i)	Weight	Alignment (a_{ij})	Weighted Score
Revenue Growth & Scalability	0.269	7	1.88
Efficiency & Cost Control	0.346	4	1.38
Brand Reputation & Trust	0.192	8	1.54
Collaboration & Teamwork	0.192	6	1.15

Outsource to an agency

Criterion (i)	Weight	Alignment (a_{ij})	Weighted Score
Revenue Growth & Scalability	0.269	6	1.61
Efficiency & Cost Control	0.346	7	2.42
Brand Reputation & Trust	0.192	5	0.96
Collaboration & Teamwork	0.192	4	0.77

Use freelancers + internal lead

Criterion (i)	Weight	Alignment (a_{ij})	Weighted Score
Revenue Growth & Scalability	0.269	5	1.35
Efficiency & Cost Control	0.346	6	2.08
Brand Reputation & Trust	0.192	6	1.15
Collaboration & Teamwork	0.192	5	0.96

Pause new initiatives; focus on process efficiency

Criterion (i)	Weight	Alignment (a_{ij})	Weighted Score
Revenue Growth & Scalability	0.269	2	0.54
Efficiency & Cost Control	0.346	8	2.77
Brand Reputation & Trust	0.192	3	0.58
Collaboration & Teamwork	0.192	2	0.38

How are scores calculated?

We calculate a total score for each option using the following formula:

$$\text{Score} = \text{SUM} (\text{Weight}_i \times \text{Alignment}_{ij})$$

This method is called the **Weighted-Sum Model (WSM)** — part of a decision-making framework known as **Multi-Criteria Decision Analysis (MCDA)**. Each score reflects how well the option fits your priorities by multiplying each criterion's importance by its alignment score and summing the results.

i = each value or goal & j = each option

Reference: Triantaphyllou, E. (2000). *Multi-Criteria Decision Making: A Comparative Study*. Springer.

What This Analysis Assumes

- The team has the necessary internal resources and expertise to effectively manage partnerships or freelancers.
- The budget cap of \$5k/month is sufficient for any of the options considered.
- The timeline of 10 weeks is non-negotiable and critical for achieving market relevance.
- Quality and brand reputation are prioritized over cost in the long-term strategy.
- Team morale is currently at a stable level, but could be affected by increased workload or external pressures.

If any of these assumptions don't reflect your situation, feel free to go back and adjust your inputs to get a more accurate result.

Reflection & Insights

Key Observations

In evaluating the options for delivering an MVP within a tight deadline and budget, it's clear that the decision hinges on balancing speed, quality, and team dynamics. The weighted alignment scores suggest that partnering with another team or vendor stands out as the most favorable option, emphasizing collaboration and trust. However, the risks associated with outsourcing and the potential impact on team morale are significant considerations. Each option presents unique advantages and challenges that must be weighed carefully against your organization's values and goals.

Pros & Cons of each Option

1. Hire 1 senior full-time role

Pros:

- High brand reputation and trust, as a senior hire can elevate the quality of work.
 - Strong potential for collaboration and teamwork, fostering a cohesive team environment.

Cons:

- Slower delivery if the hiring process takes longer than anticipated.
 - Higher costs that may exceed the budget cap, especially with a senior role.

2. Outsource to an agency

Pros:

- Potentially quicker turnaround, allowing for faster delivery of the MVP.
 - Greater efficiency and cost control if the agency is well-chosen.

Cons:

- Quality risks associated with outsourcing may impact the final product.
 - Limited collaboration, which could affect team morale and trust in the process.

3. Use freelancers + internal lead

Pros:

- Flexibility in managing costs while leveraging internal expertise.
 - Can foster collaboration if the internal lead is effective in guiding freelancers.

Cons:

- Potential for inconsistent quality and communication challenges.
 - May still face delivery risks if the internal lead is stretched too thin.

4. Pause new initiatives; focus on process efficiency

Pros:

- High efficiency and cost control, allowing for better resource management.
 - Less immediate pressure on the team, potentially improving morale.

Cons:

- Significant opportunity cost by halting new initiatives, which could hinder growth.
 - Low alignment with revenue growth and scalability goals.

5. Partner with another team/vendor for shared delivery

Pros:

- Encourages collaboration and teamwork, which can enhance the quality of the final product.
 - Maintains a balance between efficiency and scalability, aligning well with core values.

Cons:

- Coordination challenges may arise, requiring careful management of responsibilities.
 - Dependence on the partner's timeline and reliability could introduce delivery risks.

Reflections

This decision is not just about selecting the fastest route to delivery; it's about ensuring that the chosen path aligns with the organization's long-term values and goals. The emphasis on collaboration and brand reputation suggests that maintaining a strong internal culture and trust

in the product is paramount. While the option to partner with another team/vendor offers a balanced approach, it's essential to consider the dynamics of collaboration and how to effectively manage shared responsibilities.

Additionally, the quality risks associated with outsourcing highlight the need to prioritize not just speed, but also the integrity of the final product. It's vital to reflect on how each option will affect team morale, as a motivated team is more likely to drive innovation and future success. Ultimately, the decision should reflect not only immediate needs but also the broader vision for the organization.

*This tool does not make a decision for you. It provides clarity on alignment so that **you** can make the most informed and authentic choice.*

If you're making decisions in high-risk areas (e.g., legal, financial, medical), this tool is not a substitute for professional advice. Use it as a perspective tool—not a final verdict.

Choose wisely!

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