

# RED Framework

## R

### RECOGNIZE ASSUMPTIONS

1. What is the key issue/problem that you are trying to solve?
2. What information and facts do you have about this issue?
3. What are your ideas and assumptions that support your strategy or plan?
4. Is there solid evidence to support those assumptions, and what might be some gaps in your reasoning?
5. Who are the key stakeholders and what are their viewpoints?
6. What other ideas should be explored?
7. What else do you need to know?

## E

### EVALUATE ARGUMENTS

1. What are the pros and cons of the solution you are proposing?
2. What are your biases?
3. Is there someone who has a different opinion that you could run your ideas by?
4. What impact will your decision have on others and how will you handle this?
5. What will be the financial impact of your decision?
6. Who would disagree with your proposed solution and what is the rationale that supports their viewpoint?
7. What key points or perspectives do you need to keep in mind as you evaluate the options?

## D

### DRAW CONCLUSIONS

1. After evaluating all of the facts, what is the best possible conclusion?
2. What specific evidence is driving your conclusion?
3. Is there new evidence that would impact your decision?
4. What does your common sense and experience tell you to do?
5. What is the timeline for making a decision (e.g., would your decision be different in a month)?
6. What opportunities does your conclusion provide?
7. What risks are associated with your conclusion?