



## How To Use The Choice Comparison Matrix (CCM)

Choosing To Thrive CCM tool\* for decision-making, understanding and building personal motivation for your choices.

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***Important: As you use this tool, it is essential that you are honest with yourself. The benefit of this tool to you is proportional to your level of honesty.***

### **How It Works**

List the items that are important to you for consideration as part of the choice, not those of others. Being specific results in increased motivation and a clear picture of the pros and cons of each option. Use tangible examples. Include your feelings and emotions.

It is important that you fill out the matrix in the order listed below. This method builds motivation for the choice being considered.

### **Filling In The Matrix**

**Step 1: Fill in the top two quadrants of the matrix for keeping the current Choice (As Is/Status Quo).**

- In the Advantages quadrant, list anything you believe are advantages for your current choice. What does it do for you? Be specific. List as many things as you can that are positives about the choice you are considering to keep “as is”. There are good reasons you are currently choosing this particular choice, even though you are considering an alternative.
- In the Disadvantages quadrant, list anything you consider to be disadvantages, or negative consequences about your current choice (include all potential and/or known downfalls). Be specific. List as many of the undesirable results of the current choice as you can. These are likely the reasons you are considering making a change.

**Step 2: Now repeat the process for steps 1 and 2 above for the New Choice in the bottom quadrants (3 and 4) of the matrix, but this time start with the Disadvantages.**



- In the Disadvantages quadrant, list anything that you think or know you won't like, or you have concerns about for the new choice (what are the potential, perceived, and/or known downsides). Be specific. List as many of the undesirable aspects of the new choice as you can. These are likely the reasons that may keep you from making or following through with the change.
- In the Advantages quadrant, list everything that you appreciate about the new choice. What will it do for you? Be specific. List as many positive outcomes as you can about the choice you are considering making.

### **Next Steps**

Once your CCM is complete, rate each line item, one quadrant at a time, from 1-10 in importance; with 1 having the least impact or desire, and 10 having the greatest impact or desire to you.

*For Consideration: Do you notice any patterns? What areas in life seem to be important to you (external validation, empowerment, independence, freedom, family, friends, health, financial, what others think, what you "should do", etc.)? Do these areas seem reasonable and healthy for you? Do they help you thrive, or achieve your long-term goals? Do they even belong to you, or are they someone else's opinion? Does the item even belong on the list at all?*

Finally, identify each item as either long term or short term in its impact on you. Do you notice that one quadrant may have more of one than the other? Could you label the entire quadrant long term (LT) or short term (ST) in regards to its duration and impact?

*For Consideration: Do you want to live in a short-term way of thinking and rewards based system, or do you want to realize long-term benefits to your way of living? Which behaviour will improve your quality of life? What is important to you?*

### **What Does This Tell You?**

Often we get stuck or find that we didn't carry through as we embark a new choice. New Year's resolutions are a great example. We tend to get stuck in the challenges of quadrant 3, the disadvantages and challenges of the new choice.

It takes time and effort to realize the long-term results of quadrant 4 (advantages of the new choice). Often, we return to our comfortable ways (quadrant 1 – advantages of staying as is) as it well known, easy to go to, it's comfortable, and provides a sense of quick gratification.

When you are aware of this trap, you can be prepared and use the motivation of quadrant 2 (negative motivation – a "kick in the butt"), and quadrant 4 (positive



motivation and inspiration – hopes and dreams, a better quality of life) to keep you moving forward towards our new choice.

Did you notice that by the time that you got to the positives of the new choice that all of your “buts” and reasons not to change were no longer in your mind? This is because you had listed them in the disadvantages - cleared them out of your head if you will. That’s why it is important to fill the quadrants in the suggested order, so you can concentrate on the positive attributes after the “little voice of doubt” has had its say 😊.

### **What If The Status Quo Is Acceptable?**

Occasionally you may find that you prefer the status quo vs. the benefits of changing. This is okay. This tool promotes self-empowerment, and provides you with confidence and clarity in making your choice.

If you reconsider making the change in the future, reuse this tool and see if things have shifted for you, perhaps, you’ll choose differently.

**Now, go ahead, and make the best choice, for you.  
Choosing To Thrive: Tools to help empower men.  
Own your choices. Own your life.  
Make better choices. Create a better life.**