



## **Introduction To The Choice Comparison Matrix (CCM)**

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

Are you interested in a better quality of life? Do you want to feel better about who you are and the choices you make? Does lowering your level of stress and worry sound good to you?

Then the Choice Comparison Matrix tool is for you.

It is powerful, yet elegant in its simplicity. It is a repeatable logical methodology. Its effectiveness increases the more you implement it.

The CCM is a decision making tool, to weigh the pros and cons of one choice versus another.

It is practical and easy to use. It can be used for any life choice analysis and comparison.

If you're thinking of:

- Changing jobs
- Simplifying your possessions
- Ending a relationships or entering into a new relationship
- Exercising more
- Eating healthier
- Stopping drinking/smoking
- Or any other life-style or behavior change.

The CCM will help you clarify your choice. It's different and more effective than only thinking or talking about the decision.

The power of the tool is in the writing – taking the time to list the benefits/advantages/pros and disadvantages/risks/cons of each choice, putting your reasons “front and center” into your awareness.

As you work through the process and write out the CCM, it alleviates endless over-thinking, which is easy to get stuck in. It provides you the opportunity to ponder and add items for consideration as you realize them, without the worry of losing the information you've already thought about.



The CCM gives you a clear understanding of which choice is in your best interest.

You will make your choice with confidence and clarity. No more second-guessing your self.

The key to the effectiveness of this tool, and with all the tools in Choosing To Thrive, is the level of honesty you have with your self.

Let's get started...