

Decision Grid

Key Criteria	Non-Negotiable (Essential)	Desirable	Unacceptable	Optional, to Consider
Job Level				
Lateral				
Higher				
Lower				
Salary				
Lateral				
Higher				
Lower				
Total Compensation (Bonus, Stock, other \$\$)				
Lateral				
Higher				
Lower				
Title				
VP level Lateral				
Sr. VP CCO, or higher VP than current title				
VP at lower level or lower level, e.g.; Director				
Reporting Lines				
Lateral to Head of All Comms				
one level lower than current reporting				
Direct to President or CEO of Org.				
Company/Organization				
Lateral, approximate in size and other criteria				
Special Considerations, e.g. nature of challenge				
Company smaller with more limited resources				
Direct Reports				
Lateral –same number as in prior job				
Outside Resources are available				
Increase in number and open to additional resources				
Budgetary Considerations				
Lateral				
Open to recommendation				
Limited Budget				