SALESEDGE FIELD GUIDE / ENGLISH EDITION

THE ARCO METHOD

Assess. Review risk. Commit. Observe.

READ / APPLY / REVIEW

Complete English guide + editable source text.

Individual personal and professional use.

FIELD GUIDE / ENGLISH EDITION

THE ARCO METHOD

Make reviewable decisions with clear assumptions, risk boundaries and learning checkpoints.

THE COST OF AN UNCLEAR DECISION

Managers and business owners make decisions about people, money, operations and direction. The decisions do not all deserve the same process. Some are easy to reverse; others create a commitment that will be difficult or expensive to unwind.

Under pressure, it is useful to check whether you are relying on habit, looking only for support for a preferred option, avoiding an uncomfortable choice or rushing to end the uncertainty. These are review questions, not a diagnosis of how every person thinks.

ARCO is a short structure for ordinary business decisions: A — Assess, R — Review risk, C — Commit, O — Observe. A simple, reversible choice may take only a few minutes. A consequential decision may require further evidence, specialist input or an explicit decision to wait.

A — ASSESS: WHAT DO I ACTUALLY KNOW?

Before acting, separate evidence from assumptions. Take a few minutes to answer:

- What do I know about the situation, and how was it verified?
- What am I assuming without having checked it?
- Which missing information could materially change the decision?

The aim is not to collect every available piece of data. It is to identify what the choice depends on. Sometimes the exercise shows that an apparent fact is only an interpretation. Sometimes it confirms that the evidence is sufficient for a small, reversible test.

Then ask whether the critical missing information can be obtained within a useful time. If a short check could prevent a large mistake, make the check. If the information will take longer, compare the cost of waiting with the risk of acting without it. There is no universal rule that you must decide simply because evidence would take a week to obtain.

Record the uncertainty you are accepting. Do not let a confident sentence erase it from the handover to the person who will act.

R — REVIEW RISK: WHAT IF THIS GOES WRONG?

For each realistic option, consider both the desired outcome and a credible adverse outcome. Include doing nothing or delaying where those are genuine choices.

- What would success look like?
- What could go wrong, and who would be affected?