

DECISION CARDS

THREE EDITIONS. ONE PURPOSE.
BETTER DECISIONS.

A practical card deck that helps leaders, executives and students make better decisions every day.

WHY RETAILERS STOCK DECISION CARDS



Premium gift product under A\$40



Practical, not decorative – built to be used



Australian designed and developed



Strong impulse purchase and gift appeal



Complements leadership and business books



Future editions drive repeat purchases

IDEAL FOR



Leaders
Building confidence in every decision.



Executives
Sharpening judgement in complex situations.



Students & Graduates
Developing better decision habits early.



Gift Buyers
Meaningful, useful and memorable.



Teams
Great for discussions, workshops and strategy.

WHERE TO MERCHANDISE



Business & Leadership Section



Gift Section



Counter or Impulse Display



Graduation Gift Displays



Father's Day & Christmas Gift Ranges

WHY PARTNER WITH CHI DECISIONS



40%
retailer margin



Local Australian support & free delivery on the Gold Coast



Low-risk sale-or-return or buyback options



Growing range with 3 editions for every customer



Repeat purchases & ongoing shelf presence



THREE EDITIONS. DESIGNED FOR EVERY STAGE OF LEADERSHIP.

LEADER EDITION

For emerging and experienced leaders.



EXECUTIVE EDITION

For senior leaders and executives.



STUDENT EDITION

For students and the leaders of tomorrow.

