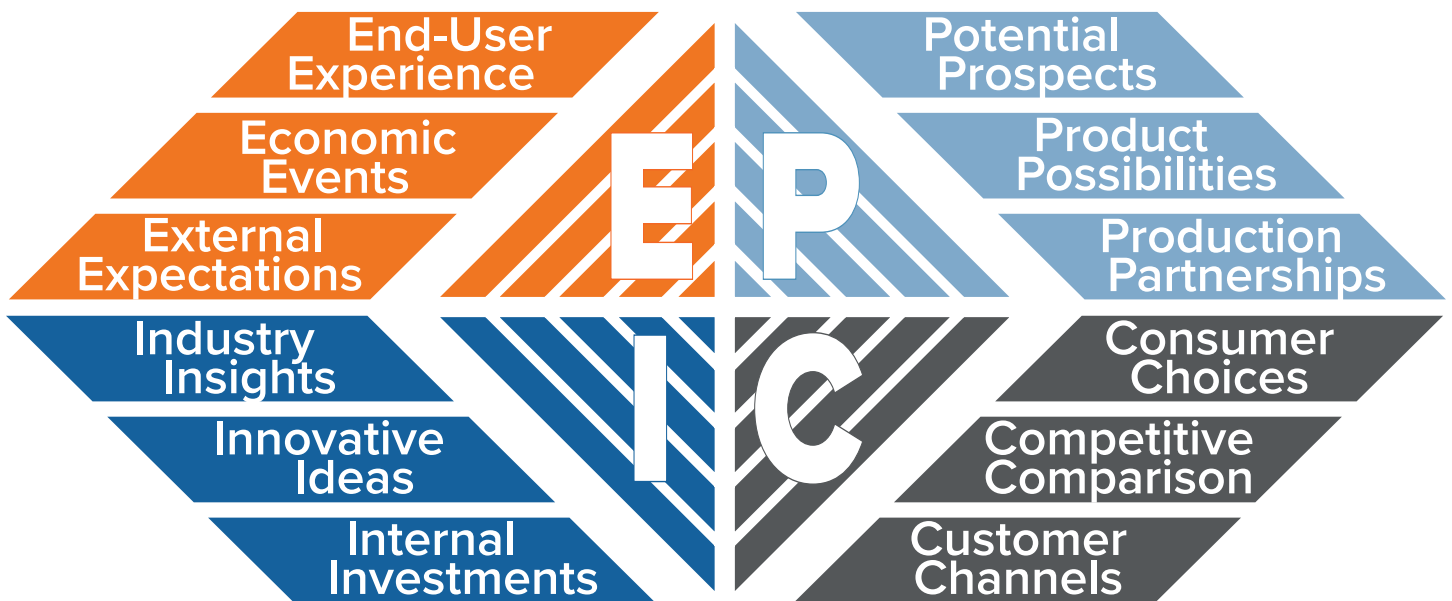




Often organizations need to make significant “EPIC-sized” decisions but struggle with a reliable process to guide them to sound conclusions. Companies tend to make key decisions in a variety of SUBJECTIVE ways... a leader’s experience, a group vote, a knee-jerk reaction, or gut-feelings.

DISHER has developed a ranked comparison research process to successfully guide companies to a decision in a more thorough way. The **EPIC Decision Diamond**® is an OBJECTIVE method for making a variety of business decisions relating to market, product, and/or strategy.



DISHER’s **EPIC Decision Diamond**® is a data-driven research methodology enabling organizations to make sound business decisions for the future.

## Let us know how we can help!

*Our full-service research team is ready to go to work for you! DISHER brings:*

- **Experience** in immersive research methodologies
- **Knowledge** in multiple industries, cross-functional areas, & leading technologies
- **Speed & Agility** to get projects done with flexibility in a set timeline
- **Integrity & Positive Energy** makes us easy partners to work with
- **Results** that matter to our customers and drive us to exceed expectations



*Making a Positive Difference*®

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