

Resource Journal



*Resource Solutions
of the Carolinas, LLC*

WHAT DO I WANT? THE INHERENT DIFFICULTY IN MAKING CHOICES.

Points of Interest:

- Obstacles
- Not Seeing the Big Picture
- Ideas
- Thoughts
- Could You Be Next?

Events:

The Nexus Partnership TBA

Why is it that we want more freedom to make decisions, however feel more inclined to avoid actually making the decision? As life presents us with more choices, our frustration seems to rise in relation toward having to take action. What is the foundation for this paradox? How do I deal with the desire for control; yet want to avoid the decision process?

Most of us develop processes to guide us in our decision making. A typical outline is as follows:

- A) Establish Goal(s)** – Find something we would like to accomplish: Learn to play piano, New Year’s Resolution, Lose weight, etc.
- B) Arrive at a value for Goal** – This guides us for completing the goal (the greater the value, the

more likely to be completed)

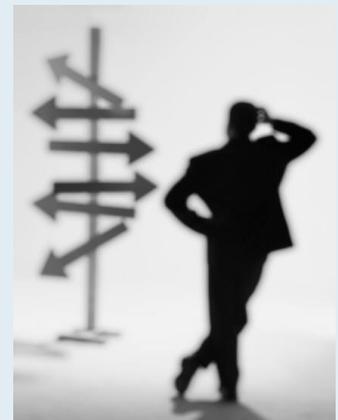
C) Determine Options for completion – Guide for how to successfully complete goal: How much weight to lose

D) Determine perceived satisfaction for goals – How will I feel after successfully completing the goal.

E) Make actual selection of Goal – Actual start of attempting and completing tasks associated with goal completion.

F) Aftermath – We assess how we actually feel after completion of goal and assess this in relation to future actions and decisions.

From this extensive process one can understand why there is a perceived value in decision avoidance. If that weren’t enough; we also have three major in-



fluences that work against us in the decision making process. It is important to note that these influences can exercise even greater impact when they are not consciously evident.

First, we have a tendency to place a greater value, than others do, for our possessions. This many times leads us to avoid making change, incorrectly perceiving that our current

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Events:

Look for upcoming information regarding The Nexus Partnership. A new approach to network marketing.

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situation is better than alternatives. Think of the situation whereby you have to sell \$100 face value event ticket prior to the start of the event. Unfortunately the event crowd is less than anticipated and a potential attendee walks up and offers \$50 for the ticket. You have a split second to make a decision; do you decline the offer? Did you focus solely on the price paid (perceived value) and forget to realize that the ticket might be worthless a little time later? It is this overriding focus on our perceived value of an item, rather than the true value, that drives us to make inferior decisions.

The second major influence is our inherent fear of failure. This many times leads us into a false sense of security in avoidance; that there is no potential loss through inactivity. Looking back in time have you ever regretted a chance not taken? For most of us we probably can remember a time when a pretty smile with sparkling eyes walked by and paralyzed us with fear. Fear that we could and would say or do the wrong thing. Thinking that it was better to hold back and not tempt fate – not to leave our comfort zone. Over time this type of result, more often than not, is met with regret. There is nothing wrong in selecting to stay the course, as long as it is perceived as the best option and not the result of fear of the unknown. For more info please refer to our Sep-

tember Resource Journal (Danger of the Unknowns).

The third major decision making influence is the feeling that there is a diminished sense of value for making decisions. The so called effort is not worth the pain. But, this is only true for the short term if ever. I think we can all agree that the worst situation is to have a bad option forced upon us. But, why do we feel such a sense of diminished value? Some of the answers may appear to be self evident and others might be more hidden from view.

What is very evident is that there is more information to process when making decisions today. Although this is true the real issue is not so much the information itself, but the process we undertake to navigate all the relevant and irrelevant messages we are exposed to each and every day. Another important factor is how we interpret our feelings toward items or experiences. How we derive these feelings can help to explain why they too are skewed and many times can be unreliable.

A study performed by Daniel Kahneman outlined that we derive pleasure from past experiences only from two important moments: at the peak moment and at the end of the experience. Everything else appears to fade out of memory and the only remembrance of the experience is identified through these two specific moments. The first refers



to the peak moment of any experience – when the senses or feelings are the most strong. Think the first bite of a favorite dessert; anticipation of that wonderful and flavorful morsel as it rolls around your palate experiencing again like the very first time. This is usually the most powerful memory for the experience, why we order it again and again. And not the end of the experience when we are either too full and/or desiring more!!

The second is referred to as the *Law of Immediacy*; that which occurs last has a greater overall impact on our memory feelings). Ever experienced a movie you love with an ending that you don't like? Remember the movie "Pretty Woman"; starring Richard Gere and Julia Roberts with the romantic ending of the millionaire Gere arriving to sweep Roberts off into the sunset of Hollywood? Well the original ending had that same millionaire booting Roberts out his car and into the street and speeding off. Disney didn't like that ending and had it changed? I am sure that ending would have left you with a much different feeling about the movie? We are talking about a small percentage change in the overall movie, but a major change

in our sense of overall enjoyment. We would still have enjoyed most of the movie, but be more influenced by the negative effect from the ending.

With all these influences what is one to do? Many people will seek out help through individuals close to them. Someone who cares to help, but is not overtly influenced by the outcome. An unbiased ear to discuss thoughts, ideas, and questions related to the decision.

What happens in those situations when an issue arises around a topic of which you have little to no knowledge and require assistance to sort through important issues? The best advice would be to seek out a person with significant knowledge in the area of concern, but even more important is to seek out someone that you can trust, to share concerns, and to assist you to sort out the issues with you so that you can become comfortable with the issues to make the best possible decision.

"I find it very interesting to note how pervasive avoidance actually is - The truth is that many people set rules to keep from making decisions. "

[Mike Krzyzewski](#)

Don't be one of them...