



Making our decisions

By Seth Godin

For trivial matters, it's efficient and perhaps useful to simply follow a crowd or whatever leader we've chosen.

But when it matters, we need to make (and own) our own decisions.

To do that effectively, consider:

Do the reading

Show your work

Avoid voices with a long track record of being wrong

Ask, "and then what happens?"

Ask, "how would that work?"

Ignore people who make a living saying stupid things to attract attention

Follow a path you're eager and happy to take responsibility for

Be prepared to change your mind when new data arrives

Think hard about who profits and why they want you to believe something

Consider the long-term impact of short-term thinking

None of these steps are easy. This could be why we so often outsource them to someone else.

<https://seths.blog/2022/04/make-your-decisions/>