

No.3 Wise Decision Making

WORK-AID

WE DELIVER MORE THAN JUST BAND-AID SOLUTIONS

You go to the meeting even though you know you do not need to. You eat the food even though you know it is unhealthy.

Have you ever heard the saying “it has a mind of its own”? Have you ever had that feeling that your brain does as it feels? Ie. You eat the snack late at night even though you know it is unhealthy and it will not help you lose weight. The reality is we all do this, and the source of these automatic unproductive decision are our habits.

Moving to the workplace. Have you attended a meeting or sent an email that you know at the time is unproductive, unhelpful etc but did it anyway? Have you chosen to ignore advice from a more informed person because you don't like the implications of what is being said? Have you acted quickly without

thinking about the real consequences? If you are saying yes, how well did this turn out for you? Our research indicates that these situations happen regularly every day and they are having a negative impact on people and business every time they happen.

Dr Jeffery

Schwartz a leading international neuroscientist agrees the above decisions and actions are all being driven from the habit centre in the brain... and it is all automatic...no thinking or decision making required!

77% of people choose to make “gut feel” decisions and resist change, rather than follow rational information they believe to be correct.

10kConsulting research - 2015



At the heart of every success or failure we have is the decisions we make. Performance outcomes are driven by the decisions we make as individuals and as a collective. Our decisions impact on ourselves and others and regardless of our perceptions always influence a situation one way or another.

When you look around you at work, take some time to ask yourself the question (then think hard without judgement), how much of the work being done is out of habit /automatic / routine, and how much is new / thought driven / proactive?

Many organisation's are continually looking to improve how they do business; how they create a more attractive customer experience; how they more effectively engage the workforce; how they can increase speed and agility to remain competitive and relevant.

At 10k Consulting we find all performance can be improved by making wise decisions! And when the decisions are habit driven the opposite happens. Our research findings indicate that 77% of people choose to make “gut feel” or habit driven decisions and resist change, rather than follow rational information they believe to be correct. At an individual level we establish habits (good and bad) in our brain which enable us to run automatically, without awareness, and without needing to engage creative thought or wisdom that we possess; the same habits manifest at an organisational leveltraditionally called culture.

Our data indicates to transform the culture we need to focus on “why” the decisions are being made; and to identify the collective habits of teams that are blindly / unthinkingly driving them into automatic / habitual behavior. And the most effective way we have identified to achieve this is to connect people with their values, and increase their belief in themselves and their ability.