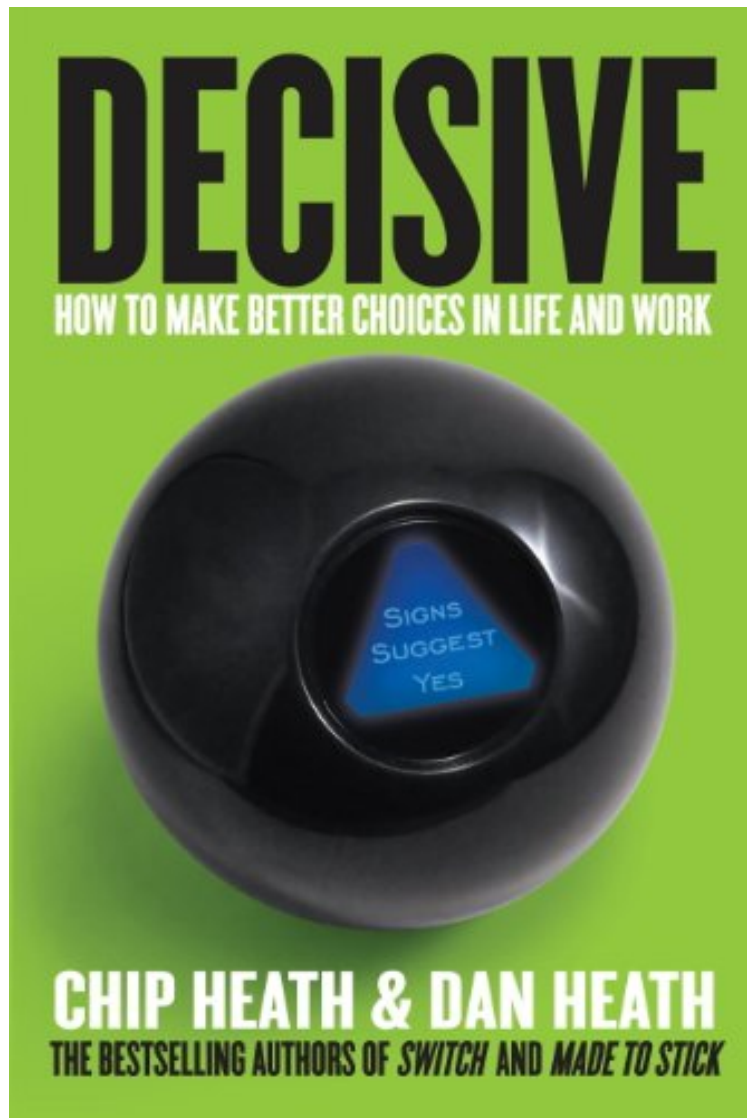


## Decisive: How to Make Better Choices in Life and Work

Chip Heath, Dan Heath

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**Chip Heath, Dan Heath : Decisive: How to Make Better Choices in Life and Work** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Decisive: How to Make Better Choices in Life and Work:

1 of 1 people found the following review helpful. I love the book so much that I have created a ...By Michael O'Brien Superlative book. I love the book so much that I have created a workshop that I have given to many groups of executives and they all find it invaluable. Here is what I find most useful: 1) I have now created mental trip-wires to alert me when I am going down the path of a wrong decision. For an example, there are never good either-or decisions - if you only have two options, always find a meaningful third. This book helps provide ways to find good

third options.2) In relationship with friends and clients, this has given me a great way to approach problems when someone is struggling with a decision. For example, I know someone who was struggling between different colleges. I suggested that when they took tours, they not only asked students at the college what they liked about the college, but to ask, "So this is truly a good school - but no school is the perfect fit for everyone. Can you give me three reasons why this school may not be a good fit for someone?" This really helped her in making her decision. I don't want to repeat what others have already said, but their "WRAP" method is brilliant. It is a quick read (the audio book is good too) and will really impact how you make future decisions. 1 of 1 people found the following review helpful. A collection of insightful processes By Customer This book is a mix of common sense and unique ideas, approaches and processes in the art of decision making. I found it helpful, informative and sometimes reassuring that at least sometimes, I feel like I am taking a good approach. I think the book can be especially helpful to those who are still in the workplace as it gives excellent examples of processes that have proved successful when working with groups and teams. But the book also is full of ideas for making personal decisions, as well. Overall, it is a valuable book to add to your self-help library. 0 of 0 people found the following review helpful. An Easy To Read Book On Topic By Matthew Morine The authors of this book continue to produce excellent material. Ever since the first book on speaking, I have read each work, and always leave feeling better for the task. This book is great. It is a popular level treatment of "Thinking Fast and Slow." Thinking Fast and Slow is a paradigm changing book, but it is difficult to read for the vast majority of people, but if you love a deep text, it is the book to read too. Decisive, takes a lot of the research in the field of decision making, and applies it to various situations. The book will help you to learn to process information better. It is broken down into various sections, that highlight some of the mistakes in choice making. There is a ton of wisdom in the pages. Here is some: "Our normal habit in life is to develop a quick belief about a situation and then seek out information that bolsters our belief. And that problematic habit, called the 'confirmation bias,' is the second villain of decision making." "If you haven't encountered any opposition to a decision yours are considering, chances are you haven't looked hard enough. Could you create a safe forum where critics can air their concerns?" The first part of the book talks about hindrances to good decisions, and the second part of the book talks about how to overcome making bad choices. The book is practical in this way. Everything is broken down into steps, and advice. It is easy to follow. This book would help ministers and elders in the church. I know people say elders should not be a board making choices, but at the end of the day, the eldership is responsible for making big choices in a church. This book would be a good study for the leadership to insure that the choices are wise, and not just poorly done. This is a good one, and I highly recommend this text.

Chip and Dan Heath, the bestselling authors of *Switch* and *Made to Stick*, tackle one of the most critical topics in our work and personal lives: how to make better decisions. Research in psychology has revealed that our decisions are disrupted by an array of biases and irrationalities: we're overconfident. We seek out information that supports us and downplay information that doesn't. We get distracted by short-term emotions. When it comes to making choices, it seems, our brains are flawed instruments. Unfortunately, merely being aware of these shortcomings doesn't fix the problem, any more than knowing that we are nearsighted helps us to see. The real question is: How can we do better? In *Decisive*, the Heaths, based on an exhaustive study of the decision-making literature, introduce a four-step process designed to counteract these biases. Written in an engaging and compulsively readable style, *Decisive* takes readers on an unforgettable journey, from a rock star's ingenious decision-making trick to a CEO's disastrous acquisition, to a single question that can often resolve thorny personal decisions. Along the way, we learn the answers to critical questions like these: How can we stop the cycle of agonizing over our decisions? How can we make group decisions without destructive politics? And how can we ensure that we don't overlook precious opportunities to change our course? *Decisive* is the Heath brothers' most powerful and important book yet, offering fresh strategies and practical tools enabling us to make better choices. Because the right decision, at the right moment, can make all the difference. From the Hardcover edition.

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