

DECISIONS, DECISIONS

...The warm air makes you feel sleepy. Slight perspiration is tingling throughout your body. Sunbeams caress your face. There it is – the freezer. Your visual and gustatory systems act in unison. Eyes – see; mouth salivates...

Chocolate or Vanilla?

Refreshed by the icy treat, you carry on with your day.
“Was it the right decision?”

Today you walk past the same freezer to find a **myriad of choices:**

- Strawberry
- Caramel & Pistachio
- Super Fudge Brownie
- Vanilla
- Yoghurt & Cranberry
- Mango Delight
- Limoncello
- Cookies
- Chocolate

You choose. You taste. “Was it your best option?”

Understand: With more alternatives to consider, the psyche questions whether the best choice was made.

Interpret: Too many choices induce hesitation and reduce satisfaction. Too few bring constraints and enforcement.

Apply: Give people 3 options to choose from. One should be absolutely unacceptable. It will be rejected. Out of the remaining 2 – steer towards the one you desire. After declining the first option due to “free will”, people are more open to consider and agree with suggestions.

To successfully persuade, take out alternatives one-by-one.