

“Stop Ducking the TOUGH DECISIONS”

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From: “The Hard Thing About Hard Things” by Ben Horowitz

. Think of all the time wasted avoiding touch conversations, or difficult decisions, or unpleasant moments.

We dither, ignore, nibble around the edges.

All this does is prolong misery for you and everyone else involved.

. Consider all the areas
we nibble instead of *chomp* at work and in our personal lives:

#1: APOLOGIZING:

Think of all the times you dragged your feet or said ‘sorry’ in small, incremental ways.

A fast, full-throated apology is the only effective, time-saving apology.

#2: QUITTING:

Think of all the times you dragged your feet on kicking a bad habit, or ditching a lame job, or dumping a crappy boyfriend or girlfriend.

RIP OFF THE BAND-AID.

#3: TAKING BLAME:

*Many think it shows weakness, but owning up to a bone-headed move **QUICKLY** and **EMPHATICALLY** shows confidence and shoves the matter behind you faster.*

#4: FIRING PEOPLE:

NOWHERE do managers nibble more than here.

It sucks. It’s uncomfortable. But ask any manager, and they’ll tell you their experience shows

THE MOMENT YOU THINK IT’S NOT GOING TO WORK, IT WON’T.

#5: KILLING BAD IDEAS:

Never underestimate the human capacity to rationalize and keep doing things you know aren’t working.

No one wants to admit failure. Don’t throw good money at bad.

THE BOTTOM LINE:

The moment you think something is off and unfixable, you’re almost always right.

Don’t spend weeks, months or years nibbling.

Do it in one big bite.