

The Decision-Making Toolkit

10 Models for Better Decisions

01 Probabilistic Thinking

Think in likelihoods, not certainties. Assign probabilities to outcomes instead of assuming binary results.

"Are you treating an uncertain situation as if the outcome is guaranteed?"

02 Confirmation Bias

We instinctively seek out information that confirms what we already believe — and ignore what contradicts it.

"When was the last time you genuinely changed your mind about something important?"

03 Opportunity Cost

The true cost of anything is whatever you give up to get it — including the next best alternative.

"You know what this decision costs in money and time. But what are you not doing because of it?"

04 Second-Order Thinking

Consider not just the immediate consequences of a decision, but the consequences of those consequences.

"You've figured out what happens next — but have you figured out what happens after that?"

05 Sunk Cost Fallacy

Money, time, or effort already spent should not influence future decisions — but it almost always does.

"Are you continuing because it's the right choice going forward, or because you've already invested too much to stop?"

06 Inversion

Instead of asking how to succeed, ask what would guarantee failure — then avoid it.

"What if the fastest way to solve a problem is to flip it upside down?"

07 Pre-Mortem

Before starting, imagine the project has already failed. Then figure out why.

"What if you could travel to the future, see your project fail, and come back to fix it?"

08 Regret Minimisation

Project yourself to age 80 and ask which choice you'll regret not making. That's usually the right one.

"When you're 80, which will you regret more — trying and failing, or never trying at all?"

09 Eisenhower Matrix

Separate what's urgent from what's important. Most people spend their lives on the wrong quadrant.

"How much of your day is spent on things that feel urgent but aren't actually important?"

10 Bayesian Updating

Start with your best guess, then update it proportionally as new evidence arrives.

"When you get new information, do you actually change your mind — or just look for reasons to keep your current belief?"