

RUN BOTH MOVIES

Action can fail. Inaction can cost. Neither gets immunity.

THE DECISION I'M WEIGHING

MOVIE ONE — I ACTED. IT FAILED.

Assume it went badly. Watch the whole movie before you judge it.

WHAT HAPPENED?

WHAT DID I UNDERESTIMATE?

WHAT COST MORE THAN EXPECTED?

WHAT EVIDENCE DID I IGNORE?

WHICH FAILURE MODE COULD THREATEN THE FLOOR?

HOW CAN I SHRINK OR CAP THAT RISK TODAY?

A GOOD DECISION CAN STILL LOSE. PLAN FOR THAT MOVIE.

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MOVIE TWO — I DID NOTHING. FIVE YEARS PASSED. I REGRET IT.

The movie almost nobody runs — and the regret research says it's the one that sticks.

WHY DO I REGRET IT?

WHAT OPPORTUNITY DID I NEVER TEST?

WHAT SKILL DID I NEVER BUILD?

WHAT DID WAITING PROTECT ME FROM?

WHAT DID WAITING EXPOSE ME TO?

WOULD I CHOOSE THAT FIVE-YEAR OUTCOME ON PURPOSE? ☐ YES ☐ NO ☐ UNSURE

BOTH MOVIES WATCHED — NOW DECIDE

MY OUTPUT — circle one

GO

WAIT

SHRINK IT

GET MORE EVIDENCE

WALK AWAY

IF YOU ONLY IMAGINE MOVIE ONE, ACTION BECOMES THE ONLY PATH THAT CAN FAIL. THAT'S FALSE.