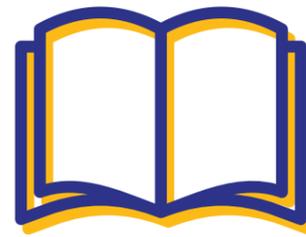


THE ART OF THINKING CLEARLY

By Rolf Dobelli

How to always make the right decisions



AVOID COGNITIVE ERRORS & START THINKING MORE CLEARLY

The Art of Thinking Clearly is an eye-opening look at human psychology and reasoning. Take a look at four tips to help you make better decisions.



AVOID FALSE VALUE

We are fooled by the appearance of scarcity, by competition and by sentimental implications.

Be aware of what something is actually worth and not what it appears to be worth before you make a decision about it.



DON'T JUDGE EVERY DECISION BY ITS OUTCOME

There may be any number of factors that contribute to the success of your day. Don't try to break down every single event into basic cause and effect.

All events in life are complex and multifaceted.



DON'T FOOL YOURSELF

One of the greatest failings of the human mind is cognitive dissonance. This is our ability to reason that we made the right decision despite all the signs that we were wrong.

While it is not wise to dwell on what you can't have, it is also wrong to ignore logic and reason to make yourself feel better.



YOU HAVE LESS CONTROL THAN YOU THINK

Once you are aware of exactly what you can and can't control, you can stop wasting time and energy in trying to fight the inevitable.

Change what you can and accept what you can't.



We are drunk on our own ideas. To sober up, take a step back every now and then and examine their quality in hindsight. Which of your ideas from the past ten years were truly outstanding? Exactly.”

THREE ACTION STEPS:

1

BE RATIONAL

Make sure you are aware of the many ways that our brains let us down.

Whenever you have a major decision to make, step back and walk it through rationally. Check that you aren't falling for any of the traps set by your own mind.

2

KNOW YOUR LIMITATIONS

Knowing your 'circle of competence' will let you know how much you know. You are not an expert on everything – no one is.

When you are inside your circle of competence, you may be able to make more intuitive decisions based on your comprehensive knowledge. At other times, be rational.

3

KNOW WHEN TO USE YOUR INTUITION

Part of being rational is also knowing when to relax. Spending 30 minutes deciding which jumper to wear is not a sensible use of your time. Understanding when the consequences merit deep consideration or snap decision is key to thinking clearly.

APPROACH PROBLEMS WITH REASON AND RATIONALITY AND UNDERSTAND YOUR LIMITATIONS.

Don't try to change what is outside your reach or ability. Accept what you can't change and work on what you can.

