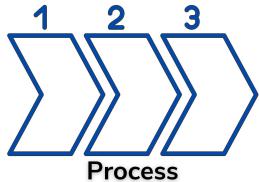


The Next Level Formula

How to Break Through Your Personal & Business Plateaus

Before we begin...

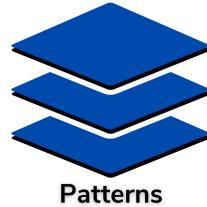
What follows is a formula process to break through to your next level



I saw a solution



Intentional observation of behavior and systems.



How Do We Make Decisions

Patterns in our decision
making.



Booking a Flight

Who decide this way? Preferred airline.



Go directly to
southwest.com

Southwest[®]

Who decides this way? Optimize



Travel site (kayak),
all the tabs, and 1
overwhelming
spreadsheet



	RECOMMENDED	ALTERNATIVE 1	ALTERNATIVE 2
Air Carrier	Delta	Southwest	Southwest
#	DL2287 / DL4693	222 / 755	995 / 3058
Airfare Rates (each passenger)	Basic: \$147 Main: \$177 Comfort+: \$217 First: \$287	Business Select: \$326 Anytime: \$276 Wanna Get Away plus: \$216 Wanna Get Away: \$196	Business Select: \$277 Anytime: \$277 Wanna Get Away plus: \$167 Wanna Get Away: \$147
Destination	MKE-MSP-DSM	MKE-DEN-DSM	MKE-STL-DSM
Direct Flight	N - Change planes in MSP (52m)	N - Change planes in DEN, (3h 20m)	N - Change planes in STL, (3h 5m)
Reason	Fastest	Leaves 4/10 afternoon, preferred airline	Low fare, fastest (Southwest)
Travel Dates	Departure from MKE: Day: 04/10/2023	Departure from MKE: Day: 04/10/2023	Departure from MKE: Day: 04/10/2023

Who decides this way? Delegate.



“Maggie, Help!”



Maggie

Jul 27, 12:25 PM

Great! I'll book flights.

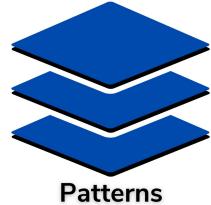


Maggie

Jul 27, 11:57 AM

excellent! consider it handled. just let me know about the flight for the 26th so I can book it.

Did one of those methods
match to your approach?



Decide how to decide?

Without a decision making stratagem...

Decision making defaults to our
values & human needs (motivators)

Tony Robbins' List of Human Needs



Motivators

- Certainty
- Uncertainty (or variety)
- Significance
- Love/connection
- Growth
- Contribution



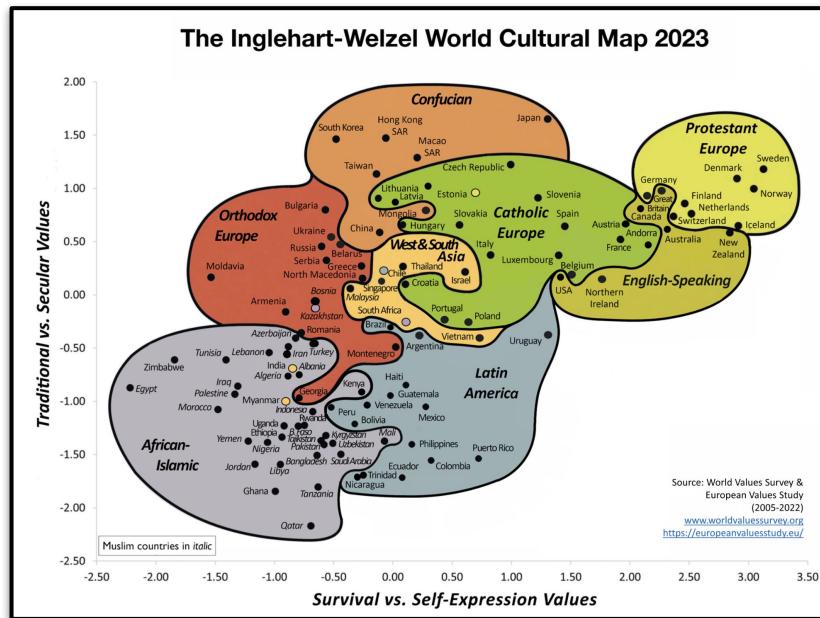
<https://www.tonyrobbins.com/mind-meaning/do-you-need-to-feel-significant/>

The Inglehart-Wetzel World Cultural Map 2023



Values:

- Traditional vs. Secular
- Survival vs. Self-Expression



Source: <https://www.worldvaluessurvey.org/WVSCContents.jsp>

The more complex the decision the
heavier we rely on gut

Become Aware of Our Decision Making Process

