Rule No. 6 —Your first idea is rarely your best.

The most original thinkers don't settle for their first solution, they generate many.
Great ideas often emerge later in the creative process, after initial concepts have been tested, challenged, or discarded. Great ideas emerge after rethinking and refining initial concepts, proving that persistence and revision often lead to better solutions. Quantity breeds quality when you're willing to rethink, revise, and persist beyond what's obvious.

The Hard Truth

The obvious idea is usually the one everyone else already had.
The first idea is the obvious one, which means everyone else had it too.
The businesses that break through are the ones that kept asking — *what if we're wrong about this?,* long after most people stopped questioning.

Ask Yourself —

Where in our organization are decisions being made too quickly, built on the first idea that hits the table?

Are we typically encouraging and rewarding speed or thoughtful exploration?

Action Steps —

This Week's Task: Challenge the first answer
Choose one real decision your business is currently facing and apply the "Three-Option Standard."

- Identify one current decision (pricing, hiring, marketing, operations, expansion, etc.).
- Write down the first idea that is currently leading the discussion.
- Force yourself to generate two more realistic, viable options.
- List the key assumptions behind each option.
- Choose the strongest option only after comparing all three.

Ask Yourself Before You Commit:
- What assumption am I making that could be wrong?
- What would I do if my first idea became unavailable?
- Have I tested this idea on a small scale?
- Did I separate brainstorming from evaluation?
- Am I choosing the fastest option or the strongest option?

Success Metric:
By the end of the week, you should have one documented decision that improved because you deliberately pushed beyond the first idea.

The Point of the Exercise:
The goal is to build the habit of challenging the obvious before it becomes expensive.
Breakthroughs rarely come from the first answer.
They come from the discipline to ask, "What else could we do?"

In business, there's enormous pressure to decide quickly and execute.
Speed is a virtue. But speed applied to the wrong idea compounds the mistake.
The executives who consistently make good strategic decisions have usually developed the discipline to question their first instinct. Not endlessly, decision paralysis is its own failure. But enough to pressure-test the assumption underneath the idea before committing resources to it.

Your first idea is rarely your best.
It's a reminder that the quality of your thinking often depends on your willingness to keep thinking a little longer.
Patience before commitment. Conviction after it.

TOP 3 priorities this week:

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theLEDGER

Practice the principles.

Recommended Reading —

- [ ] ***Originals, How Non-Conformists Move the World,*** **by Adam Grant**

"The greatest originals are the ones who fail the most, because they're the ones who try the most."

Each day, set 2 specific actions that move this week's Rule into practice and help complete the Action Step by week's end.

WEEK 3

monday

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tuesday

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wednesday

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thursday

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friday

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saturday

sunday

notes —

this week...

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