



Top 3 priorities this week

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Do 2 things each day that will move this Rule into practice and help to make it a habit.

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

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

the **principle**: Don't settle for the first solution that comes to mind. Ask questions. Try different approaches. Throw out ideas that don't work and try again. The better answer is often (usually) the one you find after the obvious answer doesn't work.

Is our organization typically encouraging and rewarding speed or thoughtful exploration?

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

Week 6: Start asking “what else could we do?”

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 idea before you waste money on it, by always asking “what else could we do?”