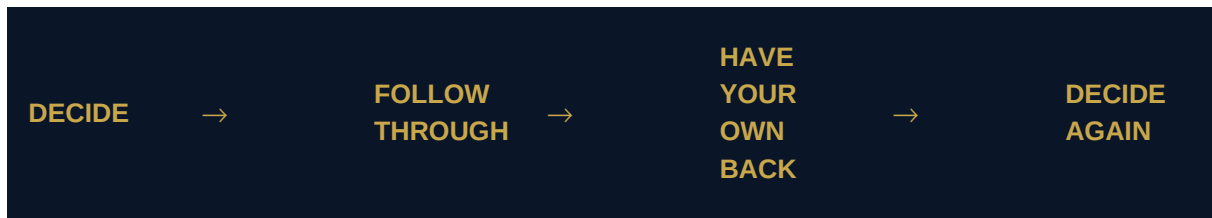

Decide + Do

Audio Training — Full Transcript



Bring one real decision, goal, or next move with you as you read. Not a hypothetical one. Something you want, something you've been circling, or something you've already decided but haven't fully moved from yet. This isn't a framework to understand. It's a process to use.

THE DECISION

Firm decisions make for better follow-through. There is a difference between wanting something, considering something, intending to do something, and actually deciding.

Here's a simple example to carry through the whole process. Imagine you've been saying you want to start sending a weekly newsletter. You can want that for months. You can collect ideas, research platforms, make notes, even draft a few emails. None of those things necessarily mean you're decided.

A firm decision might be: I am sending my newsletter every Thursday for the next eight weeks. Now there is something to move from.

Something important happens when the decision becomes firm. You stop spending the same energy deciding whether you're going to do it. That creates intrinsic motivation — natural momentum. The energy that was tied up in circling can now move toward the doing.

Natural momentum does not mean constant motivation. It doesn't mean Thursday arrives and you can't wait to write. It doesn't mean fear disappears, resistance disappears, life cooperates, or the messy

middle suddenly becomes neat. A firm decision gives you something firm to move from when those things happen.

Ask yourself: What am I actually deciding? Have I decided it or am I still leaving the decision open? Am I waiting to feel certain, fearless, or guaranteed before I let myself decide?

A decision is firm when you decide it is. Once it's firm, the follow-through plan stops being about whether you're doing the thing and starts being about supporting the decision you've already made.

FOLLOW THROUGH

Our newsletter writer has decided: Thursday, every week, for eight weeks. Now she can ask useful how questions.

When will I write it? How long does writing one actually take me? Do I need a running list of topics? When will I edit? What happens during a travel week? What other responsibilities compete for that time? What support or preparation would make this easier to execute?

Tell yourself the truth about your real life. Don't build the plan for the fantasy week where nothing goes wrong, nobody needs anything from you, every task takes exactly as long as you hoped, and you wake up motivated every morning. Build the follow-through around the life you actually have.

Then anticipate the messy middle. Thursday comes and she's exhausted. Two desires are present — the desire for the end result she decided she wants, and a very real desire for comfort. We don't need to make either desire wrong, and we don't need to ignore either one.

She doesn't have to decide that exhaustion means the newsletter decision was wrong. She also doesn't need to override herself or shrink the desire — to make the newsletter smaller, the goal smaller, or renegotiate what she decided she wanted simply because discomfort showed up.

Instead, she can ask: What intentional comfort would honor what I need right now while still supporting the decision I've made? Maybe she takes twenty minutes on the sofa before she writes. Maybe she writes from her favorite chair. Maybe she orders dinner instead of cooking. Maybe she gives herself something pleasurable to look forward to when she's finished.

The comfort isn't an exit ramp from the decision. It's incorporated into the way she follows through. This is how you support yourself without abandoning yourself — you don't abandon the part asking for comfort, and you don't abandon the desire you already decided matters.

Now she follows through. This is how we produce data. Movement gives us information we cannot get while standing still.

THE DATA — NOT THE VERDICT

She sends the newsletter. Forty-two percent of the list opens it. Three people reply. Nobody clicks the offer. It takes ninety minutes to write when she'd planned for thirty. She notices she loved writing the story but struggled when she got to the call to action.

Now she has data. Before she sent the newsletter, she could have spent hours trying to predict all of that. Now she actually knows something.

This is the moment where results are very often promoted from information to authority. Nobody clicked — so maybe nobody wants what I offer. Maybe I'm not good at this. Maybe this isn't going to work. Notice what just happened: we took information about one newsletter and asked it to answer questions it is not qualified to answer.

The data informs the how. It never informs the who or the whether.

The data can tell us something about the subject line, the story, the call to action, the audience, the writing process, the amount of time required, or what to test next. It can completely change the strategy — that's good, that's what data is for. But it does not get to determine who she is, what she's capable of, or whether what she wants is possible.

That is why we say: do it for data. You aren't taking action to prove you were right to trust yourself or right to reach for this goal. You don't need the result to give you permission to do either. You're moving because movement gives you information.

HAVE YOUR OWN BACK

People often skip this part. They get a result and immediately ask: what do I need to fix? What should I change? What do I do next?

Before the next decision, you have your own back. This has two jobs: celebrate and evaluate. Both matter.

Celebrate

Not to put a positive spin on the result, and not to collect enough evidence to earn belief. We're keeping an accurate record.

Our newsletter writer made the decision. She created a process. She navigated discomfort without abandoning herself or shrinking the desire. She wrote the newsletter. She published it. She learned that people respond to her stories. She discovered how long the process actually takes. She has experience she didn't have before she moved.

Your understanding of yourself deserves to stay current with your actual experience. Otherwise you can be doing things you've never done, handling things you once didn't know how to handle, learning, expanding, creating — while still operating from an outdated record of yourself. Celebration closes that gap.

Evaluate

Now we take the results seriously without making it personal in ways it cannot support. What happened? What worked? What didn't? Where was there resistance? What did I learn about my energy? What did I learn about the process? And most importantly: what does this tell me about the how?

Maybe she learns that ninety minutes is the real writing time and adjusts her calendar. Maybe replies tell her the story connected while the lack of clicks makes the call to action worth testing. Maybe she notices she has a much easier time writing when she captures ideas during the week instead of trying to invent a topic on Thursday. Maybe she needs more data before changing anything at all.

That's evaluation. Data, not drama.

DECIDE AGAIN

Now she has something she didn't have when she made the first decision: lived information. So she makes the next best decision.

Maybe the next decision is: I'm continuing the Thursday newsletter, and I'm going to capture story ideas during the week, block the actual ninety minutes the writing requires, and test a more conversational invitation for the next four sends.

Notice what she didn't have to reopen. She didn't have to go all the way back to: should I have a newsletter? Am I someone who can do this? Is this going to work? The result did its job — it gave her more information about the how. Now the next cycle begins.

This is where Decide + Do becomes more than a loop you repeat. It compounds. The second decision isn't made from the same place as the first. She has more information about how, more lived experience, a more current expansion record, a smarter process. She has information she couldn't have had before she moved.

Then she decides again. Follows through again. Creates more data. Has her own back again. Makes the next best decision again. The cycles compound because she isn't using every new result to renegotiate the foundation underneath them.

BRING THIS BACK TO YOUR DECISION

What are you deciding? Make it firm. Then build the follow-through for your real life. When discomfort comes, honor it and ask what intentional comfort can support you without shrinking the desire or abandoning the decision.

Follow through and let the movement produce data. Then have your own back — celebrate what belongs on your expansion record, evaluate for data not drama, and let what you learn inform the how. Then make your next best decision.

Firm decisions create natural momentum.

Follow-through produces data.

Having your own back determines what you do with it.

The data informs the how — never the who or the whether.

Make the decision. Move from it. Let the data show you how.