
DECIDE & DO™

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

The core loop

DECIDE → FOLLOW THROUGH → HAVE YOUR OWN BACK → DECIDE AGAIN

Bring one real decision, goal, or next move with you. You do not need certainty before you begin. You need a decision firm enough to move from.

PART ONE

Decide first.

Firm decisions make for better follow-through. When you have actually decided, you stop spending the same energy circling the choice. That creates intrinsic motivation and natural momentum. The decision gives your energy somewhere to go.

Natural momentum is not constant motivation.

A firm decision does not remove discomfort, competing desires, resistance, changing circumstances, or the messy middle. It gives you something firm to move from when those things arrive.

The Decision Checkpoint

What am I deciding?

Have I actually decided, or am I still leaving the decision open?

If I have not decided, what am I waiting to know, feel, or guarantee first?

A decision is firm when you decide it is. Firm does not mean fearless. It does not mean certain. It does not mean you will never feel differently. It means the decision is no longer being renegotiated in every moment.

A useful distinction.

Do not use discomfort as automatic evidence that the decision is wrong. Discomfort may simply be part of doing something you have decided matters.

PART TWO

Build follow-through for your real life.

A firm decision creates momentum. A realistic plan gives that momentum somewhere to go.

Tell yourself the truth about the doing.

What does following through actually require?

How much time does it realistically take?

Where does it belong on my real calendar?

What support, preparation, information, or resources will make follow-through more likely?

Plan for life, not fantasy life.

Do not build a plan for the week in which nothing goes wrong, nobody needs you, your energy never dips, and every task takes exactly as long as expected. Build for the life you actually have.

Support yourself without abandoning yourself.

The messy middle is not a surprise. Decide in advance how you will support yourself when motivation dips, discomfort rises, or another desire becomes louder.

What discomfort or resistance can I reasonably anticipate?

What would support look like without turning into an exit ramp?

What will help me reconnect to the decision when I need to?

PART THREE

Follow through. Get data.

There is information you cannot get while standing still. Follow-through produces data. The result may be exactly what you wanted. It may be disappointing. It may be neutral, surprising, incomplete, or confusing. None of those outcomes makes the movement wasted.

Use the result for the job it is qualified to do.

Your data can change your strategy, approach, timeline, tactic, offer, message, or next move. It can give you more information about the HOW. It does not get to determine the WHO or the WHETHER.

Do it for data.

You are not acting to prove that you were right to trust yourself. You are acting because movement gives you information. Make the decision. Follow through. Find out.

Have your own back.

Having your own back is not a pep talk after the result. It is an active part of the process, and it has two jobs.

1. Celebrate

Keep your understanding of yourself current. Record what you did, learned, handled, discovered, created, chose, and now know. This is your Expansion Record.

2. Evaluate

Extract the useful information without turning the result into a referendum on you. This is Data, Not Drama.

Celebrate + Evaluate.

Celebration keeps your self-understanding current. Evaluation keeps the result useful.

Then make the next best decision.

Use what you now know about the HOW to decide what comes next. The next decision may continue the plan, refine it, expand it, simplify it, or change direction. The point is not to defend the last decision. The point is to keep moving from what you now know.

THE PROCESS

Decide. Follow through. Have your own back. Decide again.

DECIDE	Make a firm decision. Give your energy somewhere to go.
FOLLOW THROUGH	Move from the decision in your real life. Let the action produce data.
HAVE YOUR OWN BACK	Celebrate what belongs on the record. Evaluate for data, not drama.
DECIDE AGAIN	Let what you learned about the HOW inform your next best decision.

Remember.

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.