



# 9 STRATEGIES TO OVERCOME ANALYSIS PARALYSIS



# Analysis Paralysis

Where you can't move forward  
because you feel like you don't  
know what to do next!

# 1. Braindump



- Get all the ideas out of your head.
- When you leave stuff in your head, you will keep thinking about it over and over - because it's an open loop.
- Once you capture them, your brain will relax and know that it's being dealt with.
- Organise these ideas.
- Use Trello, Asana, Notion - whatever works for you.
- Marketing, admin, products, etc. - put the right ideas in the right place.
- You can then look an assess.
- Try the Getting Things Done (GTD) method.

## 2. Analyse



- Look at your numbers.
- Whatever the issue is - look at the details rather than just making a decision 'by feel' or off-the-cuff.
- In business, you need to make decisions that are in line with your monetary and time reality.
- You wouldn't launch a new product line that would cost you more than the profit you expect to make.
- You wouldn't spend \$500 on ads if you don't know why you're trying to target.
- Don't shy away from looking at the numbers!
- **Bookkeeping Workshop.**

### 3. Go back to your Why, your Core Values, and your Ultimate Goal

- This will help to make your decision making so much easier.
- Ask yourself 'is this decision in line with my Why, my Core Values, and will it move me closer or further away from my Ultimate Goal'.
- E.g. this is why I don't 'grow' my jewellery business - because I deliberately want to keep it small.
- **What's your Why Workshop**

## 4. Talk to your Braintrust/ Sounding Board

- Gets you out of your own head, and gets you some external feedback.
- Family, friends, fellow Circle members, your business friends.
- Maybe you need to 'stream-of-consciousness' blurt it all out.
- But consider giving them options: 'I'm trying to decide between these 2 options - here are the pros and cons in my mind'.
- Use this as a guide - you're not outsourcing your decision-making. You're simply gathering information.
- Use the feel good/feel bad strategy!
- When your feedback person says 'you should choose option b' - what is your initial, gut reaction to that?
- Does it feel good, or bad? Your reaction will help you make the choice.

## 5. Take a break!

- Sometimes our brains just need downtime.
- Switch off the mind by doing something physical. Go for a walk, swim, yoga...
- This gives your subconscious mind time to work on it without your conscious interference.
- This is why we have so many ideas in the shower/as we're falling asleep!

## 6. Stop consuming content

- Step away from podcasts, videos, social media, books...
- Stop 'researching' or 'gathering more information.'
- Are you doing this to put off the decision?
- There comes a point where you just have to make the decision with the data you currently have.
- Just sit with the problem without outside interference.

## 7. Reach out to your customers

- If you have a customer base in place - ask for their feedback.
- 'Should I make my next thing this colour or that colour?'
- Get some feedback from the people who are most likely to purchase your product!
- Ask on your socials.
- Again - this is a GUIDE, not a determination.
- Also - just because people tell you they want something - that doesn't mean it's what they need.
- (But never ask them about price!).

## 8. Be aware of your negative drivers

- Are you making decisions based on irrational fear/beliefs or some other negative emotion.
- There ARE rational fears! And you should take them into account.
- Irrational fears are: fear of failure, fear of success, lack of confidence...
- Are these fears clouding your judgement?

## 9. Trust your gut.

- Our gut is literally part of our brain.
- The gut-brain axis demonstrates that 'trusting your gut' is not just woo-woo.
- Decisions MUST 'feel' right in your body.
- Can you figure out WHY it doesn't feel right? There might BE a reason that you are subconsciously ignoring.
- This where logic is not the be-all and end-all of decision making.
- Have you made a decision that seemed to go against 'logic' but felt right in your gut? Was it the right decision in hindsight?
- (Caveat: You MUST be aware of number 8 when it comes to this.)



By the time you reach the end  
of this process...

... I hope that moving through all of  
these steps will make the right  
decision much clearer!



## 2 Minute Activity

- Which of these strategies speaks to you the most right now?
- Spend a few minutes applying this to something you are stuck on.

# Further Resources

- [Bookkeeping Workshop](#)
- [What's Your Why Workshop](#)