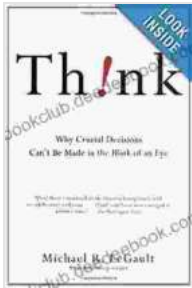


# Why Crucial Decisions Can Be Made In The Blink Of An Eye | In-depth Analysis



## Think!: Why Crucial Decisions Can't Be Made in the Blink of an Eye by Michael R. LeGault

★★★★☆ 4.1 out of 5

Language	: English
File size	: 470 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
Word Wise	: Enabled
Print length	: 372 pages



Have you ever wondered how you're able to make crucial decisions in the blink of an eye? Whether it's deciding whether to accept a job offer or take a risk in business, sometimes we're forced to make important choices quickly, without a lot of time to think it over.

While it's often assumed that snap judgments are less reliable than carefully considered decisions, research has shown that this isn't always the case. In fact, some studies suggest that our unconscious mind can actually make better decisions than our conscious mind, particularly when we're faced with complex or time-sensitive situations.

## The Science of Snap Judgments

The ability to make quick decisions is a survival mechanism that has evolved over thousands of years. In the wild, our ancestors had to be able

to make split-second decisions in order to avoid predators and find food. This ability has been passed down to us, and it continues to play an important role in our everyday lives.

When we're faced with a decision, our brain goes through a two-step process. First, our unconscious mind processes the available information and makes a quick judgment. Then, our conscious mind takes over and evaluates the judgment, and either confirms it or rejects it.

This two-step process happens so quickly that we're often not even aware of it. In fact, studies have shown that our unconscious mind can make judgments in as little as 10 milliseconds.

## **The Role of Intuition**

Intuition is a feeling that we have about something, without knowing why. It's often said that intuition is a sixth sense, but it's actually just a product of our unconscious mind processing information that we're not consciously aware of.

Intuition can play an important role in decision-making. When we're faced with a difficult decision, our unconscious mind can sometimes provide us with valuable insights that our conscious mind may not be able to see. This is why it's important to listen to your gut when making important decisions.

## **The Dangers of Snap Judgments**

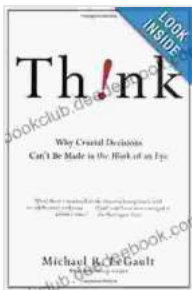
While snap judgments can be useful, they can also be dangerous. When we make decisions too quickly, we're more likely to make mistakes. This is because our unconscious mind doesn't have access to all of the

information that our conscious mind does, so it can sometimes jump to s that aren't supported by the facts.

It's important to be aware of the dangers of snap judgments and to take steps to avoid making them. Here are a few tips:

- Slow down and think things through. Don't make decisions impulsively.
- Gather as much information as you can before making a decision.
- Consult with others who may have different perspectives on the situation.
- Sleep on it. Sometimes, getting a good night's sleep can help you clear your head and make a better decision.

The ability to make quick decisions is a valuable asset. However, it's important to be aware of the dangers of snap judgments and to take steps to avoid making them. By following the tips above, you can increase the likelihood of making good decisions, both in your personal and professional life.



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