

### CHECKLIST: Are You Making an Emotional Decision?

The concept of controlling your emotions in business is not a new one. All of us have been warned to not distribute emails when we're angry, in favor of holding them for a day and hitting the 'Send' button after we've had a chance to cool off. Similarly, small company executives can lower their business risk and make more profitable decisions when they make a conscious effort to remove their feelings from the process. To assist small company executives in doing this, THEsmallCOMPANYBLOG.com has created the following checklist. Answering 'Yes' to even one of these questions is a good indication that the decision you are mulling over can probably wait until tomorrow.

#### Are You About to Make an Emotional Decision?

Answer 'Yes' or 'No' to Each of the Following

- Question #1:** When you first became aware of this issue, did your initial reaction include anger or frustration?
- Question #2:** Did you decide how to address this issue more quickly than you normally do?
- Question #3:** If this same issue had come up with different people or companies involved, would you handle it differently?
- Question #4:** Is it possible that you lack critical details necessary to make a good decision on this issue?
- Question #5:** Did you receive the majority of the details on this issue from an unreliable source, or from someone with an agenda?
- Question #6:** Are you avoiding seeking advice for fear of being questioned on your decision?
- Question #7:** Are people you trust warning you that you might be making a bad choice?
- Question #8:** If you are asked to justify your decision at some point down the road, would it be difficult to assemble the facts into a report?
- Question #9:** Is it possible that 24 hours will change the way you approach this issue?

It is understandable that sometimes it might be difficult to control your emotions, especially when you have your life's work—and in some cases your life savings—tied up in a small business. But your close financial ties to the company are EXACTLY why you must check your emotions at the door. One wrong decision made in the heat of the moment can cost your company money, customers, strategic relationships and even its reputation; not to mention the business itself in certain situations.