

UNLEASH POTENTIAL

# DEATH BY CELLPHONE?

Why the decisions we make matter



BY KIRBY JAMES, MHSC, MBB, FBG



# Decision Making

You know, we just got off the phone and I literally have a fist full of hair in each hand.

Sad part is I don't have enough hair to spare for this to be a non-event.

Holy crap, how can the question "why does decision making actually matter?" be a real question?

OK, breathe Kirby, breathe...

Consider this: good decision making is the difference between life and death.

Not just that OMG someone is choking thing (actually been there, saved that person) but with all kinds of stuff everyday.

What you and I know is that lots of smart, nice people make lots of truly horrid decisions.

They just don't think so in the moment.

How can that be?

The explanation is simple to understand, even though it takes work to improve.

So does everything worth getting better at, from cooking to dancing, sports to relationships.

Good, smart people make crappy decisions because emotion and urgency "in the moment" take over and decisions are made because we are mad, hungry, or greedy.



Given time and space, these good and smart people would be in touch with who they truly are.

That would help them see just how crappy or stupid a decision they were about to make.

Instead, they would make a better decision based on who they are and what they believe.

Can't be that simple, right?

## Wrong.

Marketers around the world help their companies make billions upon billions of dollars exploiting this simple truth.

We make impulsive and sometimes poor decisions when psychology is understood and used to effect.

So, back to these horrid decisions people make and how can they actually lead to death.

My favourite example: cellphones.

Go back several decades, they didn't exist.

Fast forward to 2018 and distracted driving cost the US \$40Billion with 390,000 injuries and over 4,600 deaths.

All THIS death and loss just to check if we got a thumbs up or like for our latest Instagram or Facebook post.

**No kidding, death by cell phone use is part of why death by unintentional injury is THE #1 cause of death in the US for 15-44 year olds.\*** (pre-Covid)



Unlike disease or other less controllable causes of death, the choice on using a communication tool actually leads to death.

People are actually dying in efforts to retrieve their cell phones.

For goodness sake, it is a tool.

Never heard of someone dying from rescuing a hammer or even their tablet.

[Want a Crazy Read?: People that gave their lives for cellphones](#)

How could this happen?

## The Science of Bad Decision Making

People get overwhelmed and make decisions based on urgency and discomfort, not on who they are and what they truly believe.

In the book “Decisions” this is backed up by best selling authors Chip & Dan Heath, who identify the “four villains of Decision Making” as:

- (1) power of short term decision making due to emotion,
- (2) bias,
- (3) narrow thinking and
- (4) overconfidence.

Our emotionally impulsive, biased, overconfident and narrow minded decisions to muck about with cell phones in unsafe ways has injured millions of people, cost tens of \$billions from property damage, injury and death.

How can learning about decision making make that any better?

Great question.



# A Decision Making Program?

We're tired of seeing good people make BAD decisions, both in their personal lives and in their professional lives.

So we wrote an entire program about how to make better decisions - because your decisions affect THE outcomes FOR yourself and other people.

Why does it work?

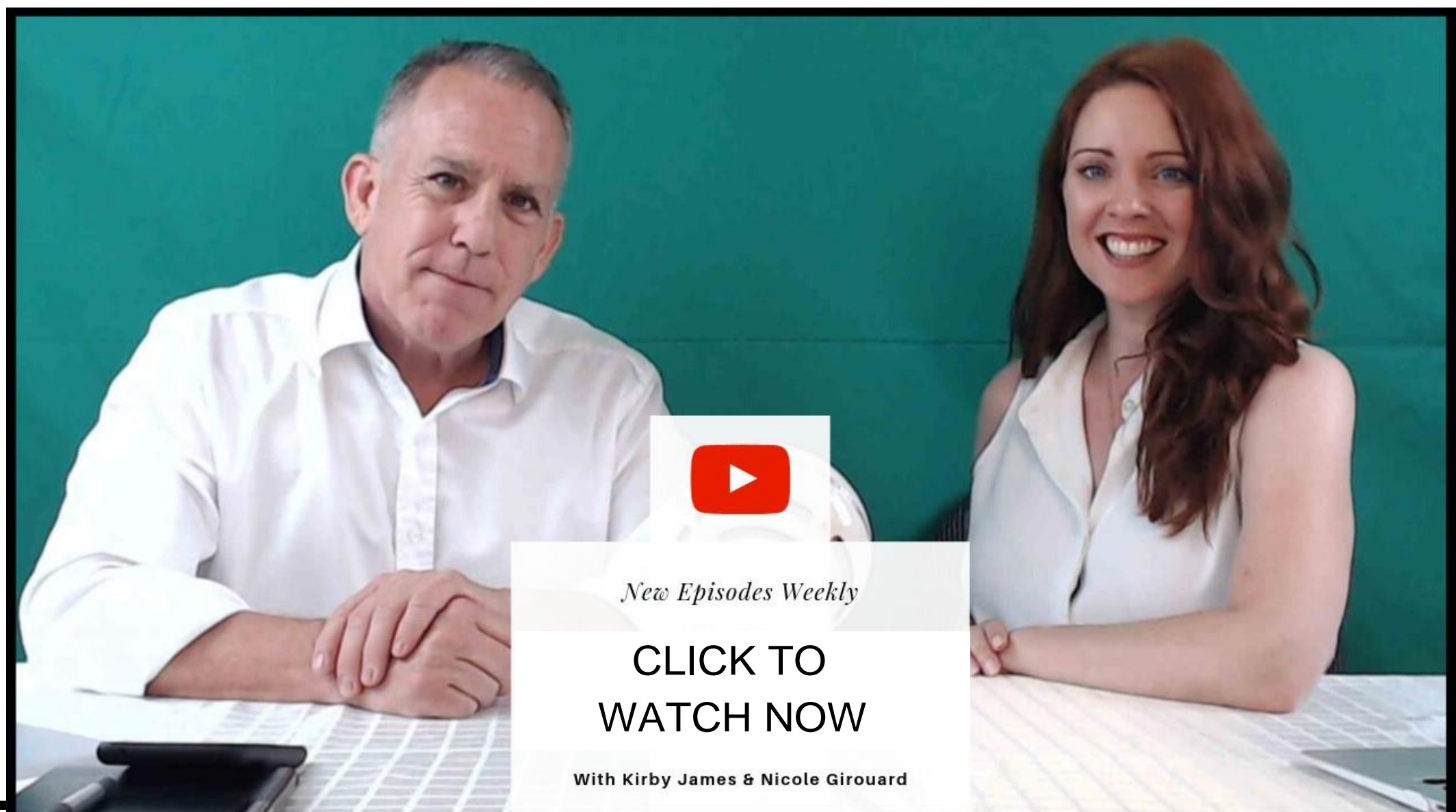
Because our fundamental program is not a process, a method or spreadsheet.

It's a program that helps you revisit the foundation of what matters most to you.

To help you get grounded and then, most importantly, ideas and skills to stay grounded even when your phone or something else tempts you to make a bad decision in the wrong moment.

In fact, a widely accepted picture of Resilience features our ability to make Decisions as a core discipline.

And if you follow us at all, then you know we talk a LOT about resilience.





It was true for my father, who had asthma yet decided to smoke, dying many years too early.

Good person, bad decision.

Everyday, everywhere people make decisions and they lead to horrible outcomes they did not want.

Often, somewhere along the line, their fundamentals in decision making could have been better and a lot of that loss could have been prevented.

Yes, decision making is not *all* life and death.

Many decisions are inconsequential.

Yet principles-based decision making is a cornerstone of life.

When our decision making is more solid, we have a better life for it.

- Less flaky decisions under pressure.
- Fewer regrets for decisions we made and enacted.
- Less anxiety and overwhelm when we don't decide to over-promise our time.

Our decisions reveal who we are.

When we are aware of, and more skilled at, making decisions consistent with who we are, everything gets better.

Not just for ourselves, but for those we love, our communities, our organizations, and ultimately for our planet.

So, let's DECIDE to get better at decision making, together.