



Worksheet

Blindspot-Busting



Answer the questions below in response to your current situation.

Question	Response
Have you identified, listed and checked all assumptions?	
Have you listed any corporate myths which are being treated as “facts”?	
Have you carried out a thorough risk analysis for each option?	
Have you developed contingency plans to address risks?	
Have you carried out a cost/benefit analysis to ensure the cost really justifies the benefits (and you’re not accepting unreasonable costs just because you’re excited about the potential benefit)?	
If an investment isn’t working and your proposed response is to invest more in it, have you considered cutting your losses or changing direction instead?	
Have you considered all possible outcomes (not just those that you consider the most likely)?	
Are you weighing all evidence equally (and not giving more weight to data which supports your gut instinct)?	

If you answered “No” to any of these, do the work necessary to enable you to respond “Yes.”

Question	Response
Are you ruling out any options because they involve breaking a “corporate taboo”?	
If an investment isn’t working and your proposed response is to invest more in it, is this largely because you hope that you will eventually be proved right (however unlikely this is)?	
Do you consider that cutting your losses implies you are incompetent?	
Are you solely accountable for the decision?	
Are you assuming that the competition will stay the same if you make a change?	
Are there any “guesstimates” being treated as facts?	
If one option has more data relating to it, are you considering that that option has more “votes” and that the data is more accurate than that for other options?	
Are you in danger of confusing correlation with causality?	
Are you using anecdotes or strong emotional situations to support a decision, rather than relying on good sample data?	

If you answered “Yes” to any of these, do the work necessary to enable you to respond “No.”