

## The Paradox Of Choice: Are you a maximizer or a satisficer?

Happy Wednesday Today I want to talk about the paradox of choice So my college professor and graduate school professor Barry Schwartz wrote a fantastic book called The Paradox of Choice Many years ago In the book he describes the difference between maximizes and satisfies So a maximize is someone who has to see and evaluate every single option before they make a decision A satisficer is someone who is clear about what they most want or need and therefore do not need to look at every single option or choice available before they make a decision Now maximize make better objective decisions but they feel worse subjectively for the decision So they do better but they feel worse So they choose the better job the better partner they choose the better opportunity but they don't feel happier as a result of it because they invested so much time energy and effort in making that decision and therefore their expectations balloon not just that they also begin to think about all of the opportunity cost all of the missed opportunities or the other options and choices they passed up in order to make the decision that they did more than that even is that they begin to create in their mind a perfect or idealized option or choice that doesn't even exist But that combines the very best qualities and traits of every single passed up or missed opportunity that they ever saw or evaluated So contrast with satisfies us who honestly don't always make better decisions objectively but they're much happier for the decisions that they do make So they narrow their options So what can we do about this First and foremost decide and clarify whether or not you are a maximize or satisfy her by nature if you are asking you this question and you're not quite sure the likelihood is that you're a maximize Um If you are a maximize get crystal clear about what you most need or want before you go to the grocery store before you go to the restaurant before you go into the dating world OK And then stop when you've hit or checked off the top 23 priorities on your list So that's my crash course in paradox of choice Hope you all have a great day