

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

<https://silosolo.com/568439>

## Summary

The paradox of choice refers to the difference between maximizers and satisficers. Maximizers evaluate every single option before making a decision, while satisficers are clear about what they most want or need and do not need to consider every option. Although maximizers make better objective decisions, they feel worse subjectively because they invest a significant amount of time, energy, and effort. Maximizers also tend to think about missed opportunities and create idealized choices that don't exist. On the other hand, satisficers may not always make better objective decisions, but they are happier with the choices they make. To handle the paradox of choice, individuals need to determine if they are maximizers or satisficers. If they are maximizers, they should get clear about their priorities before making a decision and stop evaluating options once they have identified the top 2-3 priorities.

## Silo sample questions

- What is the paradox of choice?
- What are maximizers and satisficers?
- Why do maximizers feel worse subjectively despite making better decisions?
- Are satisficers always making better decisions?
- What can be done about the paradox of choice?

## Topics

Paradox of choice

Maximizers and satisficers

Difference in decision-making

Strategies to handle the paradox of choice

## Key Takeaways

- The paradox of choice describes the difference between maximizers and satisficers.
- Maximizers evaluate every single option before making a decision, while satisficers are clear about what they want and don't need to look at every option.
- Maximizers make better objective decisions but feel worse subjectively because they invest a lot of time and effort.
- Satisficers may not always make better decisions objectively, but they are happier with the decisions they make.
- To handle the paradox of choice, first determine if you are a maximizer or satisficer.

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