



Wean yourself from the noise

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In Business, we need to make decisions.

We know that we do not live in a perfect world.

We usually make decisions based on imperfect information.

That leads to second guessing: partners, spouses, relatives, friends, bankers, lawyers and auditors to name but a few.

If you have been in business for a while we have all heard:

- "How could you...."
- "You should have known better..."
- "I told you...."
- "Why did you not ask me...."
- "My friend told me..."

Unfortunately these armchair experts usually pipe in after the fact. [CUT HERE]

They are not the problem to your business. In fact some of what they say can be incorporated to give you a better decision making system for the next decision...and in business there is always a next decision.

The real problem for those of us in business is when our "partners, spouses, relatives, friends, bankers, lawyers and auditors" pipe in before the fact in areas that they are not experts in. Businesses are not democracies. Businesses are not popularity contests. Businesses have to be run on a schedule so timing is not only important it can be critical. Imagine not opening your shops doors in the morning because all of the above advisers had differing opinions on what color dress or tie you should wear.

The noise that too much advice can bring can be devastating. The internet and social media have seemed to intensify and make louder this "advice". Even when the sources can be valid, there are just so many people one can listen to before it becomes deafening. An old colleague, and mentor, called it "paralyze by analysis" and this was before Google became a verb, noun, place and thing.

So by all means develop a network of experts. Respect, listen and nurture them but at the end of the day know that you need to decide.

So develop a style, a plan and a method that makes you be comfortable. Ensure that there is room in your business for mistakes. Learn from those mistakes, so that they become experience. Learning with experience leads to expertise. Go on and become an expert and have fun doing it!

So listen, think, decide, do, review, learn, and repeat....soon enough you might become an expert.

We here at Andion with our commitment to support Children's causes are hosting the 4th Annual I.G.P.T. Tournament benefiting Autistic Children. For additional information visit our website www.igpt.ca or purchase a ticket [here](#).