

## Thinking Without Thinking

By Nick Tasler

“*Blink* is about those first two seconds.” With these simple words, Malcolm Gladwell extends an irresistible invitation to join him on a joyride through the human decision-making process in his runaway best-seller, *Blink* (2005). With a cast of characters ranging from eminent brain researchers to art experts to a mythical war hero, the book might be mistaken for the new Dan Brown thriller. But, as the stories unfold, we discover the immense power of snap decision making—a power that belongs to each of us as much as it does to the characters in the book.

When we look closer, we see that the theme of *Blink* is beyond fascinating. This idea—that snap decisions based on minimal information can actually be more accurate than decisions made with ample information—is nothing short of revolutionary. Try to think of a subject more fundamental to success than decision making. It is the one task shared by every person in every job, every day. Yet, sadly, conventional wisdom says that gathering more information is *always* the superior way to make a decision. Why?

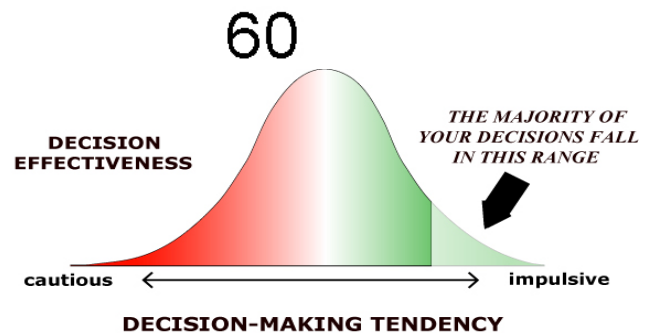
We’ve been taught that instinct is the wild card in our judgments. Sure, it tips us off when things aren’t quite right, but instinct is also responsible for covert prejudice and impulsive errors. In the business world, this equates to hiring the wrong person, or pouring dollars into New Coke. Simply put, the power of instinct is too dangerous to trust. But what if we can consistently count on instinct to work for us? What if we can tame it?

Taming your instincts is what *Snap* is all about.

More than an ordinary assessment tool, *Snap* is a recipe for making successful snap decisions. It starts by measuring your Impulsivity Quotient, which is your tendency to be too cautious or too impulsive in your decision making.



YOUR IQ SCORE IS...



Your graph indicates that you tend to be overly impulsive in your decision-making. The effectiveness of your decisions is inhibited because you tend to do the following:

- Rely too heavily on instinct to guide your decisions.
- Refuse to acknowledge facts that contradict your intuition.
- Act on a whim without weighing the consequences.

Knowing your Impulsivity Quotient (IQ) is critical, because the best decision-makers blend caution with a willingness to trust their gut. In developing *Snap*, TalentSmart® analyzed tens of thousands of responses, and discovered that those with high IQ scores are four times more likely to get promoted. Those with high IQ scores take a balanced approach to decision making, and they earn an average of \$15,600 more than their contemporaries.

## Thinking Without Thinking



Beyond the Impulsivity Quotient, *Snap* reveals your skill in the three key ingredients of effective decision making: Research, Rules, and Rehearsal. TalentSmart's proprietary 3R model provides a simple framework to follow as you train your brain:

**Research** is your skill at discovering what pieces of information really matter to make a good decision. Determining what causes the outcome you hope to achieve is the critical first step toward devising a good decision strategy.

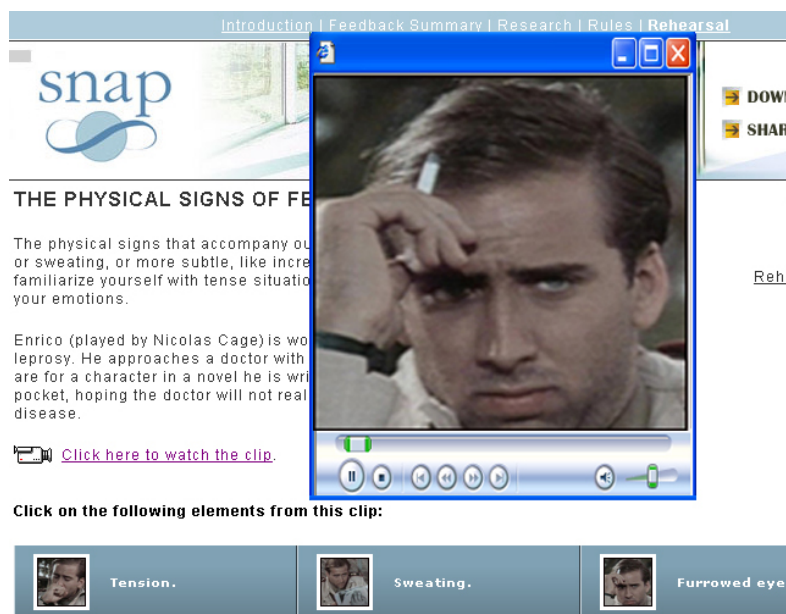
**Rules** refer to how well you devise a system to guide your instincts. This is about protecting yourself from making predictable errors in judgment.

**Rehearsal** is how well you train your instincts. This is about practicing using your rules over and over again until they become a self-serving habit.

### How Does *Snap* Work?

The test takes 10 minutes to complete online, and the results come instantly in a customized feedback report. This online report includes 10 hours of e-learning that is customized to the need areas in your profile; the e-learning never expires. After you see how your decision-making skills stack up against a worldwide sample, you can return at your convenience to learn and practice.

The e-learning includes action plans that teach the 3Rs step by step. Hollywood movie clips embedded in the action plans help to bring the concepts to life. Plus, with one click of your mouse, you can download and print the entire report to have at your fingertips.



Introduction | Feedback Summary | Research | Rules | Rehearsal

**THE PHYSICAL SIGNS OF FURROWED EYES**

The physical signs that accompany our emotions, such as sweating, or more subtle, like increased heart rate, can be used to identify and understand our emotions. Familiarize yourself with tense situations to help you understand your emotions.

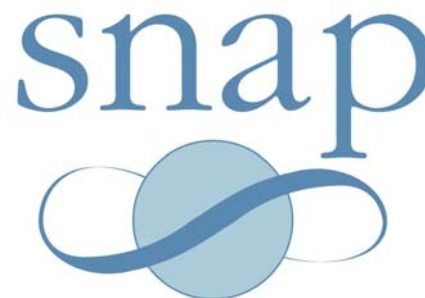
Enrico (played by Nicolas Cage) is worried about his future. He approaches a doctor with a disease that is fatal. He is hoping for a character in a novel he is writing to be a doctor, hoping the doctor will not real disease.

[Click here to watch the clip.](#)

Click on the following elements from this clip:

- Tension.
- Sweating.
- Furrowed eye.

*Snap* is now available at TalentSmart.com



[Click here to purchase for just \\$39.95!](#)

## Thinking Without Thinking

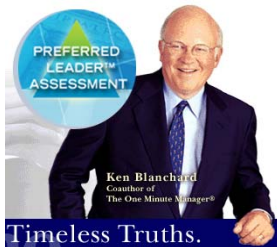
### ABOUT THE AUTHOR—NICK TASLER

Nick is the Market Development Director at TalentSmart®, the leading provider of cutting-edge skill assessments. Nick uses his deep field experience to oversee the creation of easy-to-use, results-driven development tools. He specializes in attitude change, persuasion, and decision making. He has worked as an internal consultant and trainer, as well as an external consultant for one of the world's largest management consulting firms.

### TalentSmart® . . . Putting Big Ideas to the Test



DISC is the #1 personality profile, with millions of people relying on it to discover their strengths. Now, with *IDISC*, it's easy to use and understand.



Coauthored by Ken Blanchard, the test measures the core leadership behaviors that earn the commitment and support of your people. Rigorous research with thousands of leaders supports the assessment.



The best-selling *Emotional Intelligence Appraisal™* measures EQ in all four components of the #1 benchmark model of EQ in just 7 minutes. Easy to use and understand.



The *Success Built To Last Profile* was created by the book's authors, and powered by TalentSmart, to help you measure where you stand in the success tenets from the book.