



### **TIP OF THE WEEK**

September 16, 2008

I work a lot with clients on strategy - but at my core I'm a tactical person who prefers actions and getting things done. I feel that most people see me as a results-oriented guy. At a recent conference the speaker, Dr Kathy Pearson from Wharton, gave us the following scenario.

You have a choice between two games. In the first game, the nickel game, I'll flip a nickel. If it comes up heads, you'll win \$5,000. If tails, you get nothing. The second game is called the dime game. This time, I'll flip a dime. If it comes up heads, you'll win \$10,000. If tails, you again get nothing. You must choose before the coins are flipped. \$5,000 in the nickel game or \$10,000 in the dime game. Which game would you choose? Since the odds are equal, I expect that most of you would choose the dime game. I know I would! I would probably scoff at any person who picked the nickel game.

But consider this. What if Bob makes a bad decision and picks the nickel game, but this time, heads comes up? And Jack makes the right choice and picks the dime game, but loses? Results oriented guys like me might be tempted to reward the person who made a bad decision and not reward or even punish the person who made a good decision.

Think about your organization. What behavior do you want to reward? Good decision making? Or bad decisions which turn out better because of luck.

I'm not switching away from results. But I intend to occasionally review the decision making process through lens of the nickel and dime games.

**51 HOLLAND**

**AVENUE**

**WESTFIELD**

**MASS**

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Good luck. Work **ON** your business. Stay in touch.

**The Markens Group**

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