

## Are you a Decision Procrastinator?

*Best-selling author, surgeon and coach shares how to take action and overcome procrastination.*



We are so used to having everything at our fingertips and not having to think too much. Through the endless notifications, messages and distractions it has reduced our attention span and our decision making ability has reached a calamity of inaction. We procrastinate and put off for tomorrow what we should be doing today. This has an overwhelming negative impact on our ability to solve the problems we face. We are losing basic life skills.

Whether we like it or not, we must all make decisions. Although, it can be scary to make those decisions when we don't even know where to start. Delaying this has significant negative consequences.

What happens when you procrastinate?

1. You lose precious time.
2. You miss opportunities.
3. You make poor decisions
4. You fail to reach your goals.

How do you come up with a strategy that will help you make better decisions? Dr. David Almeida, bestselling author of *Decision Diagnosis: Seven Antidotes to Decision Procrastination*, says that by seeking out crucial elements, we can uncover the crux of difficult decisions. This has allowed him to develop an efficient and expedited strategy for successful outcomes regardless of the decision in question.

If you are struggling making decisions, it's time for you to make a PACT. By applying this framework you will dramatically improve your decision making ability and conquer each day.

1. **Practice:** Practice makes permanence. Practice with purpose and passion and it will transform.
2. **Assess the problem:** Identify the character of the conflict. Ask who, what, when, where and why?
3. **Collect information:** Who are the people, places and things relevant to your decision?
4. **Timing:** Define how much time you have to make the decision in question. Do I need to resolve this right now, or can I do it later?



David Almeida MD, MBA, PhD, completed an Honors Bachelor of Science at the University of Toronto and a PhD in Pharmaceutical Drug Research at the University of Szeged. He went on to medical school and an ophthalmology residency at Queen's University in Canada and then completed vitreoretinal surgery training at the University of Iowa.

As an entrepreneur, David is cofounder of Citrus Therapeutics—a pharmaceutical company with innovative approaches to drug design and development. His best-selling book, **Decision Diagnosis: Seven Antidotes to Decision Procrastination**, blends the spheres of medicine, science, business, and leadership to present new concepts and strategies for successful decision making.

