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*Newsletter Issue #40  
Avoiding the Dreaded Decision Fatigue*



**THE HUMAN FACTOR, Inc.**  
enabling strategic agility...

## Are You Swift?

Forget everything you think you know about strategic planning and plan to attend this hands-on session in San Diego, CA on "**Creating Strategic Agility and Winning!**". You will walk away with the insight and drafts you need to complete your strategic framework as well as the guidance and tools for finishing it.



**Wed., October 19th 4:30pm-8:30pm**

Hosted cocktails & heavy hors d'oeuvres  
Hera Hub  
9710 Scranton Rd., Ste. 160  
Sorrento Valley, CA 92121

**Early Registration before Sept. 30th: only \$349 (\$50 savings) After: \$399**

[Click here](#) to register and for more information. Seating is limited and this session will sell out quickly!

## Tweet Leads to an Electric Experience

Still think Twitter is a silly fad?

Check out my recent blog detailing how one simple tweet put me in the driver seat of a brand new Chevy Volt for a free weeklong test drive.



Twitter has rapidly become a powerful tool for monitoring and managing public conversations about your products and services and if you're

## Avoiding the Dreaded Decision Fatigue

Ever wonder why we tend to make more bad decisions late in the day? As leaders and managers, we make decisions all day long. So it's not surprising that the mental work of making decision after decision should wear us down, cloud our judgement and sometimes lead to disastrous choices.



Recognizing how "decision fatigue" negatively impacts the decision-making process and learning proven coping strategies to minimize the damage is crucial for successful leaders. [Click here to read the full article.](#)

## WHO SAID THIS?

Answer to last edition's **Who said this?**

"At the constitutional level where we work, 90 percent of any **decision** is **emotional**. The rational part of us supplies the reasons for supporting our predilections."

**William Orville Douglas, Associate Justice, United States Supreme Court**  
This issue's **Who said this?**

"Good decision making is not a trait of the person, in the sense that it's always there, it's a state that fluctuates."

Find out who in the next newsletter.



not taking advantage of this potential, you run the risk of losing control of your brand. [Read the full story here.](#)



### We Need Your Help!

Please visit our Facebook page and lend your support to the influential work Holly and THE HUMAN FACTOR, Inc. team are doing to propel clients toward success and carry out their mission to help companies, teams and individuals be better, faster, stronger.

### Business Leadership Toolbox



Did you know THE HUMAN FACTOR, Inc. offers more than a dozen FREE tools to enable your ongoing success? [Click here](#) to view all the great complimentary resources you could be using today. Watch

for workbooks, video series and more support options coming soon too.

## Book Holly for a Custom Strategic Agility Session in Your City

Enlist other CEOs and business leaders in your local area to join forces for a day of focus on winning with Holly G. Green. Using ideas, tools and techniques from her best-selling book, **More Than a Minute - How to Be an Effective Leaders and**



**Manager in Today's Changing World**, Holly will reveal counterintuitive insights that market leaders use to show you how to get crystal clear on winning, define what you need to do to get there and how to pause and focus on the right things.

You can attend this session with your leadership team to work together to determine the areas of focus for your organization and how to keep everyone on track and aligned to meet your goals. **In today's chaotic business climate, strategic agility is your #1 competitive advantage.** Discover how to not just keep up, but stay ahead of the pack, by becoming skilled at moving fast with focus and flexibility in today's rapidly changing environment. [Contact Holly](#) today to find out when she will be coming to your community and to secure your reservation.



Are you twittering? ...have any friends on Facebook? ...Linked In yet? ...gotten on Plaxo? ...are you getting the More Than a Minute weekly blogs? Social media is powerful and a great opportunity to do more than ever before with fewer dollars.

Connect to Holly via social media and learn even more about being a great leader and manager today!

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