

# Are you letting granite countertops guide your business decisions?



Are you letting granite countertops guide your business decisions? In the decision process, there's usually a deal breaker. It's the one thing that you *must have*, and if it's not there you're ready to walk away.

For a lot of home buyers it's granite countertops. If you've ever watched any of the programs dedicated to helping buyers find their dream house, you know they come with a list of "*must haves*." Often a decision to purchase can hinge on the presence or absence of granite countertops.

When it comes to business, you believe you're capable of making good decisions. What you don't realize is that you might be allowing granite countertops to guide those decisions.

## **Biases, Expectations and Preferences**

Granite countertops are just an example of things that become socially important, which in turn become part of biases, expectations and preferences.

Granite countertops say luxury – you can afford it. Today's kitchens are the most important room in the house, and nothing says the expectation of value, durability and beauty more than granite countertops. And, if you already have granite countertops your preference for them is literally set in stone.

That's why if your dream house already has granite

countertops, it can swing a favorable decision to purchase while down playing a more serious leak in the basement.

## **When Your Brain Decides**

When it comes to making decisions, your brain usually leans first in the direction of your biases, expectations and preferences before considering alternatives. Be they conscious or unconscious, they are what gives you the safe feeling of familiarity, confirms your ideas on how things should be and makes you feel comfortable with your decision.

Even when there are alternatives that offer good options, you may find yourself rationalizing your decision by thinking-

- No one knows better than you what you need
- You can't be bothered to consider all the other possibilities; it's easier to go with what you know
- Your choice makes the most sense under the circumstances
- The price may be more expensive, but you're willing to go for it and get the decision made

## **Decision to Upgrade Your Laptop**

Let's say you want to upgrade a laptop with an XP operating system that will no longer be supported after April 2014. Your *must have* is the newest, most reliable and flexible operating system.

Your decision may already be leaning towards the Windows system since you've been using it since you came on-line; friends already have the new Windows 8.1 and recommend it; you caught the new Windows 8 splashy ads several times on TV, and you noticed that your local big box electronics store is

running a holiday sale.



But, to be fair you also do a Google info search on the new features and even read some reviews before heading to the big box.

At the store, the salesperson eagerly demonstrates all the new cool touch screen features and shows you how to personalize your screen, how easy it is to add new apps and games, and how versatile it is to have both tablet and keyboard functions. When asked, your salesperson tells you it's outselling all others, and you even notice two customers making Windows 8.1 computer purchases right under your nose.

Well, it looks like you're about ready to make a granite countertop decision!

Windows 8.1 seems to answer the *must-haves*. You know you have to upgrade so why not upgrade to the newest and the best. You're familiar with the Windows system and feel you can handle the new learning curve. Also, there's comfort in knowing you can join friends who are already using it.

### **You're About to Buy a Granite Countertop**

Before you jump in and buy, realize you're about to buy a granite countertop based on your biases, expectations and preferences.

Here's how to avoid **five potential mistakes** when it comes to making good business decisions.

#### **Mistake #1 Not making your own list of "pros and cons"**

Relying on someone else's published *pros and cons* list is not

enough. You need your own list of *pros and cons* that are relevant to your business and will help you focus on the right decisions.

## **Mistake #2 Not checking what the experts have to say**

They just might make you rethink your decision.

As tech writer Dave McClure says about 8.1, "... if you absolutely love Windows 8k this is an upgrade that will provide you with wonderful, helpful tweaks and improvements. If you hate Windows 8, this "upgrade" will make you suicidal."

<http://www.cpapracticeadvisor.com/blog/11218318/pros-cons-of-the-windows-81-upgrade>

## **Mistake #3 Relying on what friends say**

It's easy to get distracted by their raves about apps and games. If they're not using it for business the way you do business, then you need to give it a performance test. See for yourself if this new program is really going to make your business function better and increase profits.

## **Mistake #4 Not considering other options**

Just because you've always used the Windows system, it doesn't mean other systems aren't as stable, reliable, functional and flexible, if not more so.

Even if you're unwilling to budge from Windows, an upgrade to Windows 7 can solve your immediate problem and give you time to figure out future options (maybe it's worth the wait 'til Windows 9).

## **Mistake #5 Not asking yourself the ultimate decision-making question**

Is it worth the investment at this time? (Yes, even if it's on sale)

Make sure you understand your costs. Are you thinking that you'll only be buying the Windows 8.1 upgrade program or are you really going to be walking out that big box electronics store with a fancy Windows 8 ASUS Transformer Book T100 laptop replacement?

Or, do you get the best bang for your buck with a Windows 7 upgrade for now and have money left over to invest in growing your business?

### **The Smartest Business Decision You Can Make**

It's easy to decide to get the newest, the best and the one everyone is talking about. Just like granite countertops that last a lifetime, not taking the time to make a good decision can have long term consequences.

But, taking the time to make sure your *must haves* meet your business needs first and worth the investment is the smartest business decision you can make.