

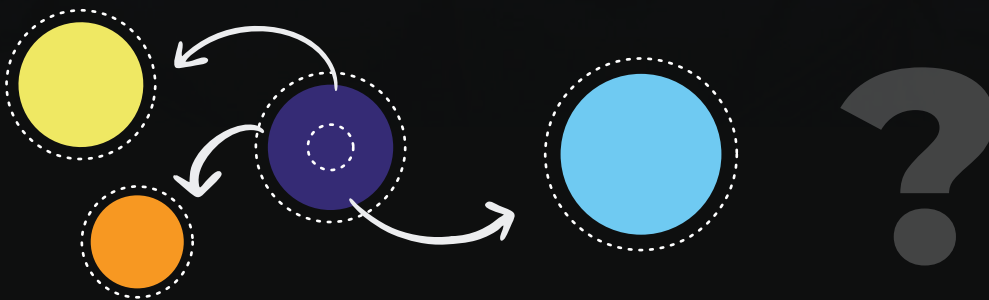


FOBO™

What is Fear of a Better Option?

Anxiety-driven aversion to committing to a decision in a choice rich environment based on the belief that a more favorable alternative is out there

FOBO = Decision paralysis



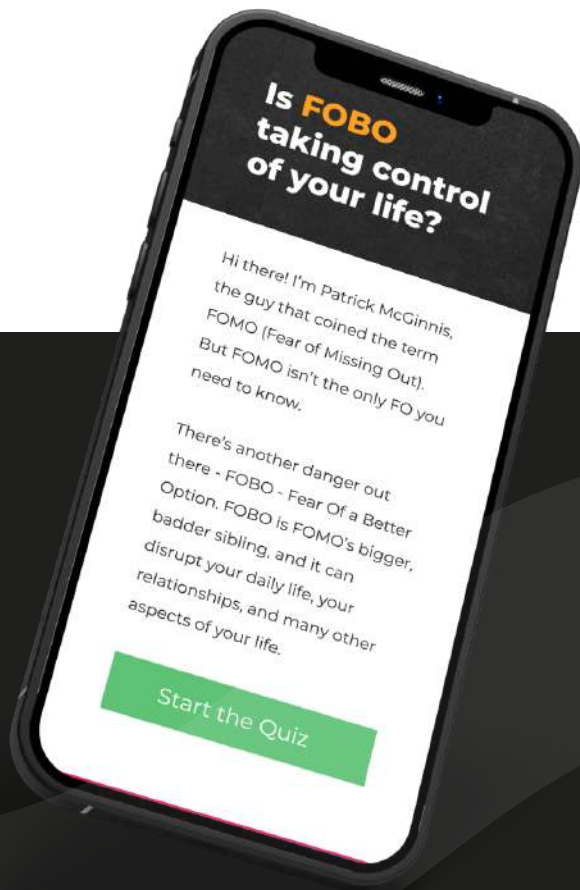
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FOBO™

The Warning Signs

- You refuse to settle for the options you have in front of you at a given moment.
- You put yourself first, waiting until you have as many options as possible (and until the last minute) before making a decision
- You live in the "maybe" and live your life based on a philosophy of "I'll get back to you on that."
- You cancel plans or commitments at the last minute if something "better" comes along.



If still in doubt:

[Take my quiz!](#)

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A man with short brown hair, wearing a dark button-down shirt, is smiling and looking to his left. He is in a crowd of people, with a woman's dark hair visible in the foreground on the left. The background is slightly blurred, showing other people and what appears to be an indoor event space.

FOBO™

How to Fight It

FOBO is a learned behavior, but it can be unlearned as well. Here are three tips to start freeing yourself from it:

— **Accept that you can't control whether or not you'll get the best deal at all times**

While the perfect is the enemy of good, that doesn't mean that you have to settle for mediocrity. Instead, take some time to reflect on what the 3-4 reasonable, non-negotiable things you need to achieve before making a decision and moving forward. By doing this exercise, you can set out minimum criteria and you may realize that you have already gotten to a point where you can make a choice.

— **Don't be afraid of saying no**

At some point between our parent's generation and ours, it seems that we as a society became hesitant to say "no" to things. Instead, we prefer the easy way out of "maybe," to lessen the punch and try to convince ourselves to turn it into a yes. Rather than delay the inevitable negative, do yourself and those around you a favor: "Just say No" today.

— **Don't Sweat the Small Stuff:**

Outsource Low-Stakes and No-Stakes Decisions