Hell Yeah or No

Four words. This is the simplest and most useful decision making concept I have come across. I reflect on it regularly and it helps me to say “no” with more conviction.

If you’re not saying “HELL YEAH!” about something, say “no”.

When deciding whether to do something, if you feel anything less than “Wow! That would be amazing! Absolutely! Hell yeah!” — then say “no.”

When you say no to most things, you leave room in your life to really throw yourself completely into that rare thing that makes you say “HELL YEAH!”

Source: Derek Sivers

Both Warren Buffett and Bill Gates agree that “focus” is the single most important success factor.

Steve Jobs famously said: “People think focus means saying yes to the thing you’ve got to focus on. But that’s not what it means at all. It means saying no to the hundred other good ideas that there are. You have to pick carefully. I’m actually as proud of the things we haven’t done as the things I have done. Innovation is saying ‘no’ to 1,000 things.”

I hope you find this idea as useful as I do. “Hell Yes, or No!”

(Image by andeecollard)