

THE A TEAM

Why's and How's

BY DELI MATSUO



DO YOU KNOW WHY?



If you've taken an intro psychology course, you know there's a limit to how many things we can think about consciously in a given day. When we have limited time and limited information, our brain is generally good at telling us what we need to pay attention to and what we can ignore. For example, when you go to buy a pair of jeans, you buy the style and size you normally wear – you don't try on every pair in the store.

DO YOU KNOW WHY?



Our brain helps us make quick decisions by using shortcuts which ignore some pieces of information in favor of others and rely heavily on some pieces of data so we don't have to spend time and energy looking for more.

Most of the time, this works to our benefit. However, when we use the wrong information or make the wrong assumptions, these shortcuts can seriously undermine good decision-making. In social psychology, we call this **cognitive bias.**

HOW DO I START?

Understand your personal and company values (not those hanging!).

Hire A-players, do not settle for less, EVEN if you are still not A-level yourself.

Please avoid the waterfall effect. $A \rightarrow B \rightarrow C$

Leverage your dream, but bring builders.

Be smart about compensation. Use Phantom Stocks when possible. Prenup contract.

Policy, Governance and Protocols are key.

F-hire a Coach.



DELI MATSUO
DELI@APPUS.COM.BR