

MAKE BETTER DECISIONS BY UNDERSTANDING THE IMPACT OF CONFIDENCE ON THE CHOICES WE MAKE

The Confidence Map reveals the unseen impact our changing feelings of certainty and control have on our preferences, decisions and actions. When we pinpoint those feelings, we can unlock useful tools to improve our decision-making and better understand the behavior of others.

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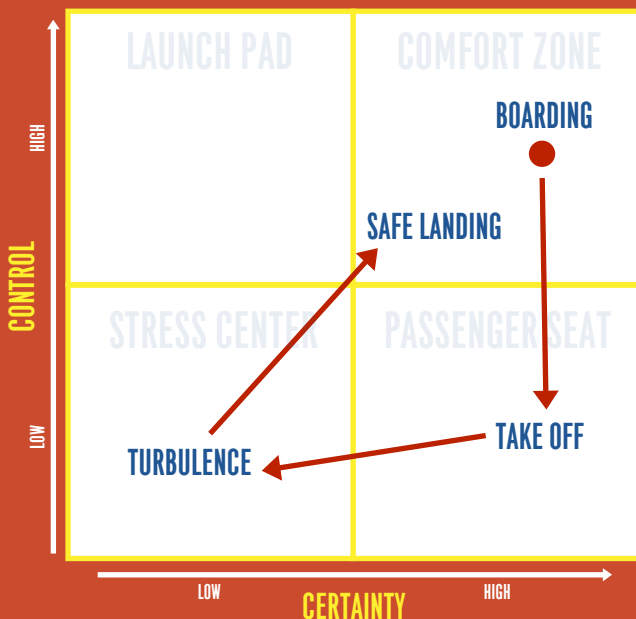
INTRODUCING THE CONFIDENCE QUADRANT

The Confidence Quadrant reflects our feelings of certainty and control in four unique environments.

The horizontal axis measures certainty—**how sure we feel about what is ahead.**

The vertical axis measures control—**what level of influence we feel we have over the outcome.**

By plotting experiences across the four boxes, we can gain powerful insight into our decision-making process.



DAILY LIFE MOVES US AROUND THE QUADRANT

To help illustrate this idea, imagine you are a frequent flyer and that you're taking an airline flight that hits turbulence. How would you plot your experiences?

BOARDING: I have arrived at the airport on time. My feelings of certainty and control are high, putting me in the Comfort Zone.

TAKE OFF: I feel confident I will get to my destination but a loss of control moves me literally and figuratively into the Passenger Seat.

TURBULENCE: I am filled with uncertainty and powerlessness, moving me into the Stress Center.

SAFE LANDING: I regain a sense of certainty and control.