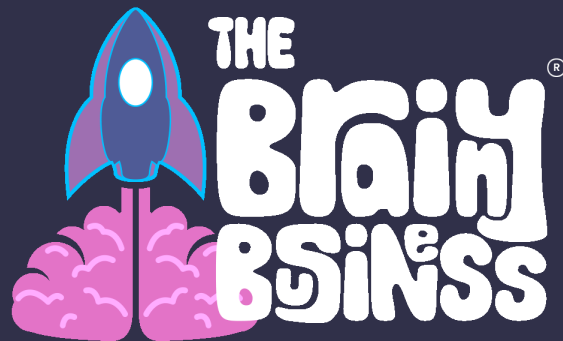


# NORMALCY BIAS

## WORKSHEET



Our brains love predictability - we expect things to stay "normal" longer than they do, and get back to "normal" quicker than they do. Get proactive to overcome this bias.

### 1) "Fire" yourself every 12-18 months

We get into a groove of what is "normal" quickly and the brain wants to believe things will always be that way. What would happen if you "fired" yourself and approached your business/role with new eyes? What would you change? Why?

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### 2) "Fire" your top line of business/revenue stream

Diversification is important in keeping any business strong. Look at your most profitable line of business or product type - what would happen if it was gone and you couldn't do that anymore? How would you make money? What can you do to make that loss less of a concern?

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### 3) "Fire" your biggest client

If your biggest client went away, what would that do to your business? Would you survive? How can you diversify to make it so that is less of an impact?

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### 4) Change is here - don't sit and wait for "normal" to return

When a big change or crisis comes (like the current coronavirus pandemic that has shut down many business opportunities) human nature is to sit and wait for things to be normal again. We expect normal will return much quicker than it does. What can you do today to generate income in a new environment?

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