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## WHY CUT A HAND OFF?

In the Oscar nominated film [THE BANSHEES OF INISHERIN](#), Colm (Brendan Gleeson) makes a radical and apparently unjustified decision: to cut all ties with his best friend, Pádric (Colin Farrell), even if it costs him his hand. What could be behind such a drastic choice?

It is proved that emotions get in the way of our decisions all the time (specially when we are unaware of it), sometimes making it very hard to control our choices. Plus, with bigger risks, deeper emotions tend to be triggered and can get in the way.

So, let's say you are thinking about changing careers. Quitting your job. Investing your time in a new project – a documentary, a book, a TV series pilot. That's when things get blurrier, because those emotions solicit so much from our brains that it can confuse us furthermore, adding a load of questions to the main inquiry. This article from [The New York Times](#) exemplifies decisions that don't solve the original problem.

Pretty tricky, right? Particularly if you keep in mind that most people don't realize how important decisions are... until they make the wrong one.

Beware that, according to [Psychology Today](#), we make around 35 thousand decisions every day!

Decision making is a basic tool for leadership, teamwork and self-management. So, pretty much there is no escape besides getting better and better at doing it.

Emotional responses are central to decision making, but they need to be anchored in a series of assertive choices made after:

- analyzing pros and cons
- having yours and the collective well-being in mind
- aiming at results

In big corporations, risk management can be improved by digital twins, a virtual representation of early stages of a process in which one can correct trajectories through trial and error, before implementing it in the real world. Read more about this on Forbes.

In small businesses or with independent contractors, mentoring and coaching are the best tools to help make important decisions.

At Malin Entertainment we specialize in advising professionals in the entertainment and literary industries. Our work is fully based on the viability of change in regard to the actual marketplace. We deal with realistic and current models. First and foremost, we help you understand the processes before starting them.

So, the only decision you need to make right now is to let us help you. If you are facing a big decision or a small but strategic one, schedule your free call today.

Best,  
Laura

P.S.: Remember Malcom Gladwell: "The key to good decision making is not knowledge. It is understanding. We are swimming in the former. We are desperately lacking in the latter."

**COACHING AND MENTORING**