



OpenLife *by Cactus' Air-Class*

Positive Mental Attitude

正向思考態度

7. 决断力 (*Decision*)

决策心理学

希尔在研究中发现，财富与决策速度成正比。他分析 25,000 名失败者后归纳：

「犹豫不决」是导致平庸的首要原因。成功者的决策特征包括：

1. **信息不全下的果断**：在掌握 60%情报时即采取行动。
2. **决策不可逆性**：一旦决定，除非证据明确错误，否则不回头质疑。

「决策生理学」理论：

- 优柔寡断会刺激肾上腺素过度分泌，引发焦虑与自我怀疑。
- 快速决策则激活前额叶皮质，强化分析与执行力。





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希尔方法详解

「决断力训练系统」:

步骤一：建立决策过滤器

1. 列出「**人生最高目标**」(如**财富自由**、**家庭幸福**)。
2. 任何决策前自问：「**此举是否直接推进最高目标？**」若否，立即拒绝。

步骤二：设定决策时限

1. 小事 (如**购买衣物**): 10 秒内决定。
2. 中型决策 (如**合作提案**): 24 小时内回复。
3. 重大决策 (如**企业并购**): 72 小时内定案，并写下「**不可撤销**声明」。





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步骤三：隔绝意见污染

1. 实践「75 人法则」：人的一生平均受 75 人意见影响，需**定期清理**「负面决策者」。
2. **决策后**，仅接受「如何执行」的建议，**禁止讨论**「是否正确」。

历史案例深度剖析

<p>案例一：摩根大通 (J.P. Morgan)</p> <p>希尔记载，摩根在 1907 年金融危机时，仅用 15 分钟决定联合银行家注资 2,500 万美元救市，避免全国经济崩溃。关键在于他预先设定「危机应对原则」，无需临时分析。</p>	<p>案例二：百事可乐 vs. 可口可乐</p> <p>1930 年代大萧条时，百事创始人古斯 (Guth) 果断将瓶装容量加倍 (从 6 盎司增至 12 盎司)，价格维持 5 美分，直接抢占可口可乐市场。希尔指出：</p> <p>「决断力是弱势者逆袭的唯一武器。」</p>
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7. Decision

Psychology of decision-making

In his research, Hill found that wealth is directly proportional to the speed of decision-making. He analyzed 25,000 losers and concluded that **"indecision" is the number one cause of mediocrity.**

Decision-making characteristics of successful people include:

1. Decisiveness with incomplete information: Take action when 60% of the information is available.
2. Irreversibility of decision-making: Once a decision is made, there is no going back to question it unless the evidence is clearly wrong.

"Decision Physiology" Theory:

- Indecision stimulates excessive adrenaline production, triggering anxiety and self-doubt.
- Rapid decision-making activates the prefrontal cortex, enhancing analysis and execution.





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Hill Method explained

"Decisiveness Training System":

Step 1: Establish a decision filter

1. Make a list of "top goals in life" (*e.g. wealth, freedom, family happiness*).
2. Before making any decision, ask yourself, "Does this move directly advance the highest goal?" If not, reject it immediately.

Step 2: Set a time limit for decision-making

1. **Small things** (*e.g. buying clothes*): Decide within 10 seconds.
2. **Medium-sized decision-making** (*e.g. co-op proposal*): reply within 24 hours.
3. **Major decisions** (*such as mergers and acquisitions*): Finalize the decision within 72 hours and write an "irrevocable statement".





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Step 3: Isolate opinion pollution

1. Practice the "Rule of 75": People are influenced by the opinions of 75 people on average in their lifetime, and "negative decision-makers" need to be cleaned up regularly.
2. After the decision is made, only the "how to execute" suggestions are accepted, and it is forbidden to discuss "whether it is correct or not".





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In-depth analysis of historical cases

<p>Case 1: J.P. Morgan</p> <p>Hill records that during the 1907 financial crisis, Morgan decided in just 15 minutes to join the bankers to inject \$25 million into the bailout to prevent the national economy from collapsing. The key is that he pre-sets the "principles of crisis response", which does not require ad hoc analysis.</p>	<p>Case 2: Pepsi vs. Coca-Cola</p> <p>During the Great Depression of the 1930s, PepsiCo founder Guth decisively doubled the bottle capacity (from 6 to 12 ounces) and maintained the price at 5 cents, directly preempting the Coca-Cola market. Hill noted:</p> <p>"Determination is the only weapon against which the weak counterattack."</p>
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