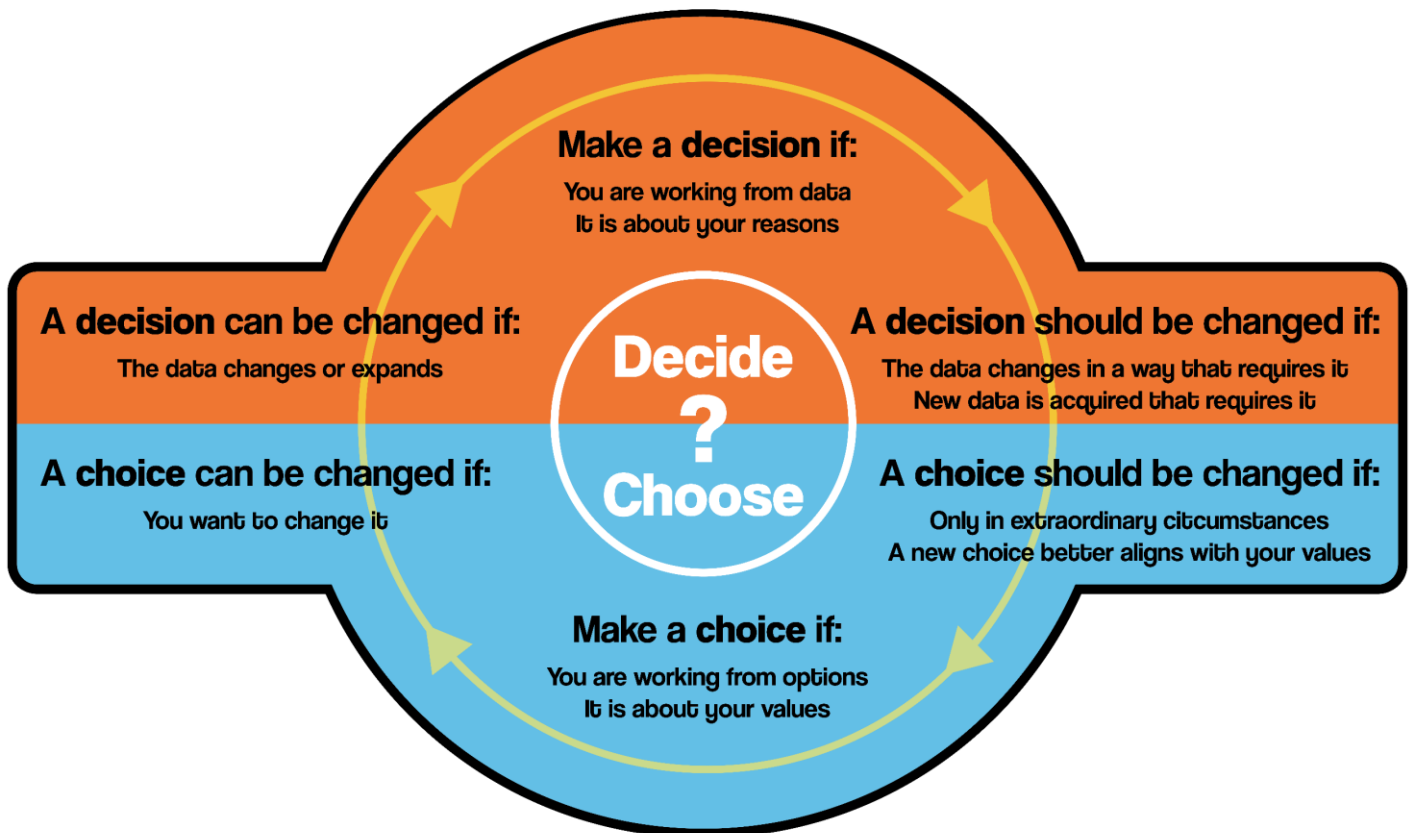


When should you **decide** and when should you **choose**?



Choices are fundamental. They are based on your values.

Decisions are frequent. They are based on data in the context of your choices.

If you have a decision to make and you have no guiding choices, **first make choices.**

Once you have made choices, **support your choices with your decisions.**