

The 80% Acceleration Approach

Two 'Edges' commonly interfere with decision making:

Procrastination: Procrastination or lack of confidence comes from confusion, a moving playing field, imperfect information and the lack of a clear path forward.

Perfectionism: Perfectionism is typically characterized by striving for flawlessness and being convincingly right and setting excessively high standards.

The 80% Approach Assumes that:

- Creativity and momentum come from fast engagement and rapid socialization.
- You do not have perfect information so involving others increases speed and impact.
- Making decisions fast and asking for feedback outweighs the risk of being imperfect.
- If the idea is 80% directionally correct, iteration will drive an optimum solution.
- 80% of the time, an 80% approach will be sufficient.