PRACTICE

Stay, Go, or Build

Curated by Simon De Los Rios

WHO IS THIS FOR

You are weighing a safe, known path against something less defined but closer to what you want.

PAIN

The fear of giving up what you have for something that might not work, so the decision keeps getting postponed.

SOLVES

Separates the fear of failure from the risk, so you can decide with your eyes open.

TOPIC

CAREER TRANSITION | BUSINESS & ENTREPRENEURSHIP

READ TIME	TIME REQUIRED	WHAT YOU NEED
2 minutes	25 to 35 min	notebook, pen

BEFORE YOU START

My invitation, take some time for yourself. Put your phone somewhere else and avoid distractions. Put on music you like and if you feel like it, brew yourself a nice cup of coffee or a tea. And lastly, but most importantly, try to have fun... this must be an activity to be enjoyed.

Step 1: Name the safe path and the pull

Write down what staying looks like, and write down what is pulling at you, the business idea, the pivot, the project you keep coming back to.

– *How long have I been holding both of these at once?*

Step 2: Separate fear from fact

For the path that is pulling at you, list every reason you have not pursued it.

– *Which of these reasons are facts, and which are fears wearing a fact's clothes?*

Step 3: Check what is moving you

You can be pushed by what is behind you, or pulled by what is ahead. Both are fair reasons. Write what pushes you and what pulls you, and notice which one is louder.

pushing me from behind

WHAT I WANT TO GET AWAY FROM

PUSH → ME ← PULL

pulling me from ahead

WHAT I WANT TO BUILD OR REACH

– *If what I want to get away from disappeared tomorrow, would I still want to go?*
– *Can I describe what I would be building toward in one sentence, and does it excite me?*

Step 4: Test the cost of staying and of going

Imagine yourself one year from now, having chosen to stay exactly where you are. Then imagine you went and it did not work out.

– *What would I regret not having tried?*
– *If I go and it does not work out, what is the worst case, and could I recover within a year?*

Step 5: Choose a small step

Pick one action that moves you toward the pull, something you could do in the next seven days.

– *What is the smallest version of this I could try without burning the safe path down first?*

BEFORE YOU CLOSE THIS

Write the one step and the date you will do it, and tell one person.

CONTINUE WITH

Done Is a Decision, once you commit to building something, perfectionism is often the next thing standing in the way. This practice helps you launch it anyway.

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Source: SDLR (original)