PRACTICE

Stay, Go, or Build

Curated by Simon De Los Rios

WHO IS THIS FOR

This practice is for anyone weighing a safe, known path against something less defined but closer to what they actually want.

PAIN

The fear of giving up something real for something that might not work, so the decision keeps getting postponed instead of made.

SOLVES

Separates the fear of failure from the actual risk, so you can decide with your eyes open instead of staying stuck out of caution.

TOPIC

CAREER TRANSITION | BUSINESS & ENTREPRENEURSHIP

READ TIME	TIME REQUIRED	WHAT YOU NEED
2 minutes	25–35 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: Test the real cost of staying

Imagine yourself one year from now, having chosen to stay exactly where you are.

- *What would I feel proud of?*
- *What would I regret not having tried?*

Step 4: Choose a small, real step

You do not need to decide your whole future today. Choose 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?*

> *Example. David had a logistics spinoff he believed in, real financials, a market he understood better than almost anyone, and enough savings to give it a real shot. He kept delaying the decision, telling himself he needed more data, more time, more certainty. When he separated fear from fact, most of what he had written down was fear. The market research was already done. The only fact left was that starting something of his own meant giving up a title people recognized. He imagined himself a year out, still at his current job, and the feeling that came up was not relief, it was regret. He picked one small step, registering the company name, without quitting his job yet. That single step made the idea real enough to keep going.*

BEFORE YOU CLOSE THIS

You are not choosing between safety and risk. You are choosing between two different kinds of risk, and only one of them lets you find out what you are capable of.

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 ship it anyway.

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Source: SDLR (original)