

Here are some things to know about emotional decision making:

- The emotional “brain” cares more about being safe than being correct.
- Emotional decisions are typically impulsive or reactive and are largely based on our survival instincts.
- Emotions are responsible for impairing our better judgment and make it difficult or even impossible to think objectively and/or logically.
- Emotions create irrational thoughts, behaviors and reactions.
- Emotions can even become part of our unconscious decision making process.

Here are some things to know about logical decision making:

- The logical brain cares more about being correct than being safe.
- Logical and/or rational decision making utilizes critical thinking and problem solving techniques in order to draw conclusions.
- Logical decisions are largely based on facts and a clear understanding of the “cause and effect”.
- Logical decision making requires the use of Game Theory principles and techniques, such as strategic thinking, probabilities, math and data.