Go/No-Go Card

DESK CARD · KEEP IT WHERE YOU DECIDE

THE ONE IDEA

“I need more information” is often the story. The real question is — would this still feel stuck if it weren’t mine to own?

1 Write your burdens — one per sticky note

label the kind first, then the specific burden

Practical
a real information or execution gap

need customer data · need legal approval · need one more test result

Social
how other people might react

might upset the client · could disappoint the team · may create conflict

Ownership
personally owning the outcome

don’t want to be blamed · don’t want to be wrong · don’t want the responsibility

2 Run each note through the test

answer quickly — your first answer is usually right

THE DISAPPEAR TEST

“Would this burden disappear if someone else made this exact decision?”

No — it stays
The gap is real whoever decides. It’s a real constraint.

→ **keep it**

Yes — it vanishes
It only existed because the call is yours. Not information — avoidance.

→ **move to the avoidance pile**

3 Name what really stopped you, then decide

Look at the avoidance pile — usually not missing information, but owning the outcome.

If several remain, pick the one hardest to admit and finish the sentence: **“I didn’t want to _____.”** Then: if one specific fact would genuinely change your decision, get that fact and decide. **Otherwise, make the call now — and write one fallback in case you’re wrong.**

THE HABIT TO TAKE AWAY

Next time you’re “gathering information”, ask: would this still feel stuck if it weren’t mine to own?

Keep it honest: no one is watching — pick up the uncomfortable notes too. Don’t add new burdens once you’ve started. End with a decision and a fallback, not a fresh list of things to check.

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