

RULE OF 10

The "Rule of 10" or "10-10-10 rule" is a decision making approach developed by someone named Suzy Welch which encourages individuals to think about how they will feel about a decision in ten minutes, ten months, and ten years. This approach helps to gain perspective and consider the potential consequences of choices by looking beyond the immediate moment.

- **10 Minutes:**
Consider the immediate or short-term impact of the decision. How will you feel in the next few minutes, hours, or days?
- **10 Months:**
Evaluate the medium-term consequences. What will be the impact on your life, career, or relationships in the next 10 months?
- **10 Years:**
Assess the long-term implications. How will this decision shape your life, business, or relationships in the next decade?

By considering these three timeframes, the Rule of 10 helps individuals make more informed and well-considered decisions, rather than being swayed by immediate emotions or impulses.