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For Immediate Release

WISE DECISIONS

**A Science-Based Approach To
Making Better Choices**

By Dr. Jim Loehr and Dr. Sheila Ohlsson Walker

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“Magnificent! Profound and highly relevant for today’s world. A superb book!”
–Stephen Covey, Co-founder, FranklinCovey Speed of Trust Practice

**YOUR PHYSICAL, MENTAL, EMOTIONAL, AND SPIRITUAL
HEALTH INFLUENCE EVERY DECISION YOU MAKE**

WISE DECISIONS by Drs. Jim Loehr and Sheila Ohlsson Walker
Details a Decision-Making Process That Will Open the Door
to a More Meaningful and Productive Life, Career, and Relationships

In fifteen minutes, a person can make ten or more decisions. Some will be inconsequential, while others may be life-changing. Yet, most people are unaware of their own decision-making process or the impact it has on their lives, careers, and relationships. In their book, **WISE DECISIONS** (Wiley, December 8, 2022), world-renowned performance psychologist Dr. Jim Loehr and behavioral geneticist Dr. Sheila Ohlsson Walker shine a light on the factors that influence decision-making, offering a research-based method for making wiser choices. They show how people’s mental, emotional, and spiritual health impact every decision that they make.

In **WISE DECISIONS**, the authors introduce the concept of Your Own Decision Advisor or Y.O.D.A. – the inner voice that guides people’s choices. “When the stories crafted by your inner voice are faulty or ill-conceived, the advice or decisions that emanate from those faulty interpretations will likely be flawed as well,” say Loehr and Walker. Anxiety, depression, loneliness, hopelessness, and fatigue are all capable of sabotaging a person’s Y.O.D.A.

The good news is that people can build and strengthen their Y.O.D.A. skills, just like those of

More

any other muscle. With dozens of self-tests and worksheets, **WISE DECISIONS** walks readers through the process of rising above the demands and stresses of the moment, in order to make decisions that are grounded in transcendent values, core beliefs, and high ethical standards.

The Key Characteristics of Good Decision-Making

“Our holistic health – mental, physical, emotional, and spiritual – is the vital starting point for thoughtful and measured decision-making. We simply cannot take in, consider, and thoughtfully process multiple streams of relevant information, both tangible and intangible, when we are anxious, depressed, sleep-deprived, sedentary, isolated and self-medicating with wine and M&M’s,” explain the authors.

Thus, when facing a major decision – such as a potential new job, an effective Y.O.D.A. would advise, *“No impulsive drive-through dinner for me tonight, I’ll go home and prepare a healthy dinner and get a good night’s sleep. I’ll ask for the time I need to think it through and get as much input as I can to clarify the risk-reward. I will make the decision when I am calm, rested and mentally prepared.”*

Aligning Decision-Making with Values and Purpose

An effective Y.O.D.A. must be equipped with navigational coordinates – and those come from a person’s core purpose, values, and beliefs. The authors explain how using such interrelated reference points as a personal credo and “tombstone legacy” should become second nature. They suggest people ask themselves such questions as: *What are the indisputable facts surrounding this decision? What does my heart say is right? How does data from my emotions and feelings inform the choice I’m making? What does my gut say is the right thing to do? When I listen to my body, what is it telling me about the decision I’m trying to make?*

Helping Children and Teens Develop Their Own Y.O.D.A.s

“One of the greatest gifts you can give to your children is a strong and wise inner voice, a measured and thoughtful decision advisor that will be their superpower throughout their

lifetime,” write Drs. Loehr and Walker. By living one’s message and modeling good judgment, particularly in times laden with stress or conflict, adults can begin to embed a trusted and reliable inner coach in their children that will help them make good choices, and also protect them from the downside of life-altering bad decisions.

Y.O.D.A. in the Broader Arena of Life

A person’s inner voice controls their energy investment, the authors explain, pointing out that energy can be positive (joyful, motivated, peaceful) or negative (fearful, angry, depressed). “A state of negative energy can seriously compromise your decision-making process, while wise, timeless decisions are best made in a state of positive energy,” they write. *Get to the positive side of your energy valence before making important life decisions. Get the energy balance right before big choices are made.*

Success in life, career, and relationships depends on making good decisions. With the guidance of **WISE DECISIONS**, anyone can learn to fortify their physical, emotional, mental, and spiritual literacy muscles with every decision they make.

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ABOUT THE AUTHORS

DR. JIM LOEHR, co-author of **WISE DECISIONS**, is a world-renowned performance psychologist, Co-Founder of the Human Performance Institute, and author of eighteen books including *The Only Way to Win*. He also co-authored the national bestseller *The Power of Full Engagement*. Dr. Loehr is well known for his individual work with top-flight athletes and Olympians. He holds a masters and doctorate in psychology, serves on several scientific boards, is a full member of the American Psychological Association, and has been inducted into three Halls of Fame. You can learn more at: www.jim-loehr.com/

DR. SHEILA OHLSSON WALKER, co-author of **WISE DECISIONS**, is a behavioral geneticist. She is a Senior Scientist at the Institute for Applied Research in Youth at Tufts University, a Visiting Assistant Professor at the Johns Hopkins University School of Education, and an Adjunct Assistant Professor of Pediatrics at the George Washington University School of Medicine and Health Sciences. A former professional tennis player, she earned a B.S. in Finance from the University of Colorado, Boulder, obtained a Chartered Financial Analyst designation, and held an investment career as a Portfolio Manager. She then earned a doctorate in Behavioral Genetics from the Social, Genetic and Developmental Psychiatry Centre at King’s College London. You can learn more at: www.sheilaohlssonwalker.com/