

Forget About FOMO. Is HOB0 Distracting Your Organization from Success

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Don't let analysis paralysis and holding out for a better offer keep your team from moving forward.

We live in a world where we can do lots of things at the same time: we can watch TV and eat dinner. We can answer an email during our commute. We can listen to a podcast at our kids' baseball games. There's always something else we could focus on... something else we could be doing.

I had a disturbing realization recently. I was having trouble committing to re-upping my ukulele lessons because they would conflict with a trip I might want to take.

My hesitance seemed normal. Until it dawned on me... I've found myself in this position a lot lately. A few months ago I delayed signing up for a volunteer activity I *love*, because a possible speaking client had a hold on that day and I wasn't sure if I could do both.

I was risking getting to do NEITHER, because I was just waiting around for "The Right Answer" to appear and make my decision obvious.

I realized I've been letting myself get distracted by HOB0: Holding Out for a Better Offer. When we delay on saying "yes" to something because we're waiting for something we might want to do even more, we're falling into the HOB0 trap.

HOB0 is the Type A overachieving cousin of FOMO, which whispers in your ear that you've been excluded from something amazing and you don't even know it. But HOB0, in bossy older cousin fashion, loudly scolds you that you KNOW you're going to miss out on something if you make the wrong decision, so you better choose correctly! (which for many of us means waiting and not choosing until it's too late.)

What's risky about Holding Out for a Better Offer is that it can trick you into thinking it'll help you be MORE successful. HOB0 makes you believe things like "if you say yes to this job, you might be missing out on a job with a higher salary that's about to be posted next week" or "if you commit to this project, they'll pass you over for that higher profile project."

Organizations and groups can also fall victim to HOB0, by believing that they don't have enough information yet to make a decision. They can trap a team in a vicious cycle of analysis paralysis by putting off important conversations until some later moment, believing that more time will automatically equal more clarity.

Here's what's helping me shake off HOB0:

[31] Acknowledging that if I say yes to something and fill up my calendar, I can always make a difficult choice later if I have to. (I think that's called [hashtag#adulting!](#))

✿ Clarifying my priorities. I know the most important activities in my work and life that align with my values, so I can choose accordingly.

🍷 Recognizing that the fuller my life (and my calendar) are, the more great stuff seems to come into it. So by saying “yes” and just committing, I’m tempting more great options to come my way! That’s a pretty great problem to have.

What do you think about HOBO? Have you ever held out for something better, and how did that work out for you?

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