

# THE STYLE SYSTEM

## IRRATIONAL VS. RATIONAL DECISION MAKING

### ***We are not rational beings.***

The vast majority of our actions are based on snap decisions - from habit or reaction to outside stimuli.

- Consider speed dating: You are looking for a potential long-term partner but you have two minutes to decide. Your rational plan goes out the window and you fall back on the facts available to you.

### ***The first impression. A hunch. A gut-instinct feeling.***

- **We trust our assumptions** because often - they turn out to be right.
- The primitive part of our brain is stronger than our desire to follow a rational plan. This translates into an unconscious trust in visual impressions.
- When we try to hold a position or belief that we don't internally agree with, we experience mental discomfort called ***cognitive dissonance***.
- Once a first impression has been made, the tendency is to ignore evidence that contradicts that impression.
- If someone's first impression of you is that you are punctual, well-mannered and helpful - they will *assume you are an overall good person*.
- Use this to your advantage by making the best first impression. Your clothes and appearance plays a huge role in how people perceive you as a person.