

“Own your own business, son. That’s the only way to control your own future. Own it, work hard at it, set high goals for yourself and never give up, no matter what obstacles come your way.” Simon DeVos repeatedly reinforced that message to his son Rich DeVos. And Rich took that message to heart, building not just a business but an empire.

Rich DeVos, owner of the Orlando Magic and co-founder of Amway, is a great example on how to develop not only an influential business, but an influential way of life.

Over the years of working for the Magic organization, I have seen him make many bold, risky, multi-million-dollar decisions. From watching him and talking to him in those moments of decision, I have identified eight principles Rich uses whenever he has a difficult decision to make that has helped him continue great business. These eight principles have made him one of the most effective and successful decision-makers of all time.

1. **Pray**

Prayer is a two way communication, so talk to God and ask him for wisdom—then listen for his answer.

2. **Define the Decision That Must Be Made**

Ask yourself: What am I trying to achieve with this decision? What is the problem that must be solved? What are my options? Avoid looking at the decision in either/or terms. There are often three or more options to any decision, so think creatively and expand your options.

3. **Gather Information**

Get as much information as possible—but don’t wait too long to decide. Avoid getting caught in “the paralysis of analysis.” Usually a good decision can be made with considerably less than 100 percent of the available information; 50 to 75 percent is usually sufficient.

4. **Make a list of Pros and Cons**

This will help you to think clearly and logically about the decision you must make.

5. **Listen to Your Instincts and Intuition**

This does *not* mean, “Trust your feelings.” Feelings are never a good substitute for clear-eyed analysis. But most decisions are improved by listening to your intuition as well as your logic.

6. **If Still Undecided, Consider Your Worst-Case Scenario**

What is the worst thing that can happen if you decide this way or that way? Considering your worst case-scenario will help you identify the uncertainty and anxiety that keep you from deciding—and it will bring clarity to your thinking.

7. **Seek Counsel from Trusted Advisors**

Proverbs 11:14 (KJV) tells us, “In the multitude of counselors there is safety.” Sometimes an outside perspective can bring clarity to the situation. You don’t have to take the advice of other people, but it is wise to listen and at least consider it.

8. **Make a Decision**

Don't stall, don't procrastinate—decide. Then act on your decision and trust the guidance God gave you in answer to your prayer.

Theodore Roosevelt once observed, “In any moment of decision, the best thing you can do is the right thing. The next best thing is the wrong thing. And the worst thing you can do is nothing.” The successful person looks at a problem that everyone else calls “impossible” and sees only a bold decision that needs to be made. In fact, here's a good rule of thumb for successful decision making: *The bolder the decision, the more successful the outcome.* Alvin Toffler, author of Future Shock, put it this way: “It is better to err on the side of daring than the side of caution.”

If you want to prosper at developing an influential business, be like Rich DeVos! Don't wait to strike when the iron is hot; make it hot by striking! Don't worry and fret about whether you're on the right track or not; just make your own track!

Be bold, be decisive—and you'll not only be like Rich, you will become rich.

*Pat Williams is Senior Vice President of the NBA's Orlando Magic and one of America's best-known sports executives. He drafted Charles Barkley and Shaquille O'Neal, and 12 of his former players have become NBA Head Coaches. He is the author of 43 books, including his latest, Read for Your Life. Williams is also a devoted father to 19 children, 14 of whom are adopted from four foreign countries. As one of America's top motivational speakers, Williams travels the United States speaking to companies, associations, churches and schools. For information about scheduling Pat Williams as a speaker at your next event, please visit his website [www.PatWilliamsMotivate.com](http://www.PatWilliamsMotivate.com)*