

1

Activate Probabilistic Thinking

Activate probabilistic thinking when you deal with the odds

How quickly were tickets sold out last time?

How many tickets are still available?

2

Set the Baseline

Establish the baseline by looking into the past data related to the situation

What is the overall number of tickets?

Will it happen during the week or weekend?



How often do they play in your neighborhood?

How popular is the band?

What is the date of the concert?

3

Determine Key Factors

Determine critical factors that can help you determine the odds

the band is trendy

the concert is on Saturday

Hardly ever plays in your city

4

Check the Assumptions

Define the odds of those factors to determine the most probable outcome

Check the assumptions and do the self-correction to make sure that your thinking is not biased

Likely

What is the proof of brand popularity?

How have you evaluated the point that they don't play very often?

High Spotify rank and # of listeners monthly

High # of YouTube Views

Active community on Facebook Event Page

5

Decide

Decide while remembering that predicting the odds doesn't guarantee a successful outcome but helps mitigate the risk

it is better to act now rather than wait - purchase the tickets!