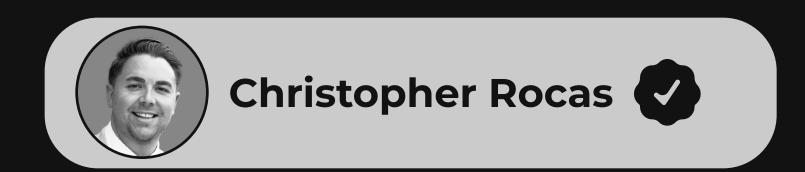


Being smart isn't about knowing everything.

It's about knowing how to think.

10 mental models that will accelerate your career (backed by science):

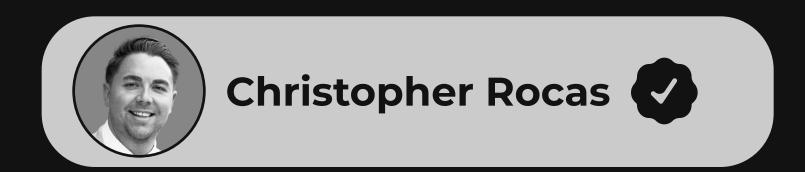


# 1. Pareto Principle (80/20 Rule)

The Pareto Principle, or 80/20 rule, states that a small amount of your efforts lead to the majority of your results.

20% of your actions yield 80% of your outcomes

- Identify your most powerful levers.
- Put all your energy into them.
- Double down on what moves the needle.

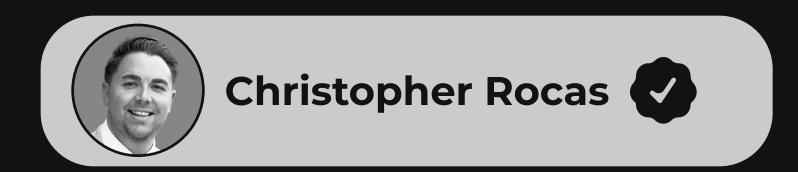


# 2. Peter Principle

The Peter Principle suggests that employees get promoted until they reach their level of incompetence.

Every promotion might be a step closer to a job you can't handle.

- Never stop learning.
- Don't take lateral promotions.
- · Trial a role, before going full time.

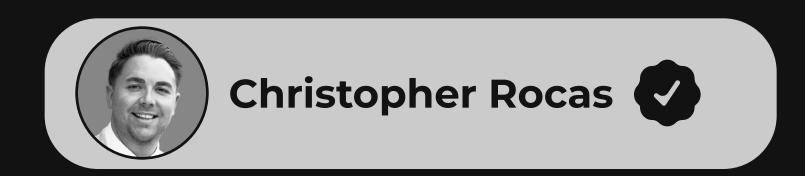


### 3. Parkinson's Law

Parkinson's Law states that work expands to fill the time available for its completion.

Given more time, we take more time.

- Run your life via timelines.
- Schedule meetings in 5min intervals.
- Audit all scheduled meetings for time.

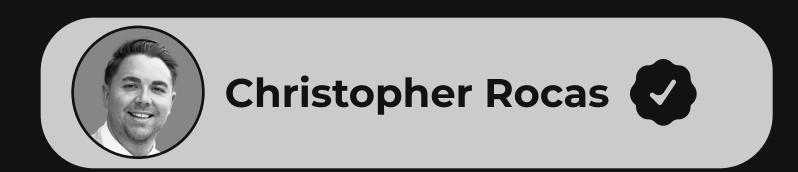


## 4. Dunning-Kruger Effect

A paradox where beginners believe they are experts, and experts feel like they are beginners.

This knowledge illusion distorts our selfperception.

- Seek honest feedback.
- Stay open to learning.
- Anchor your self-assessment in reality, not assumption.

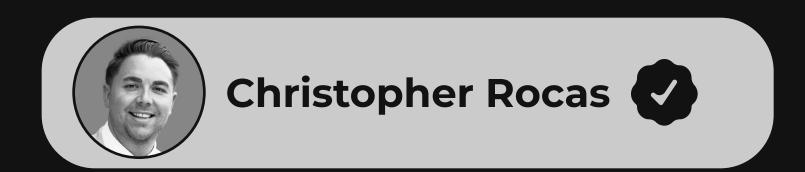


### 5. Ostrich Effect

The Ostrich Effect is when we ignore the negative instead of facing it right away.

Ignoring problems doesn't make them disappear.

- Address challenges head-on.
- · Immediate action limits major loss.
- Turn a blind eye to nothing, face everything.

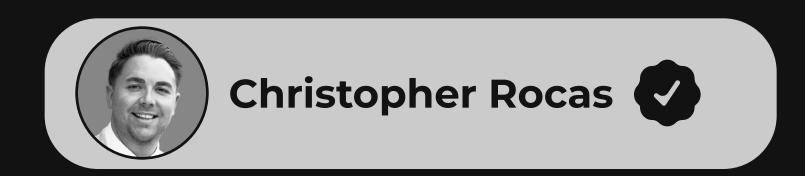


## 6. Hedonic Adaptation

A regression to the mean for happiness.

No matter how big the win or loss, humans regress to their baseline level of happiness.

- Process over outcomes.
- Never let feels get too high or too low.
- Stay humbly confident.



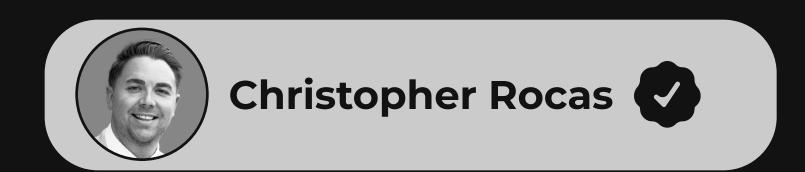
### 7. Confirmation Bias

Confirmation Bias locks us into our beliefs.

We are attracted to facts that are aligned with our current beliefs.

This bias limits our thinking and understanding.

- Be open to opposing views.
- Regularly question your beliefs.
- Make well-rounded, unbiased decisions.

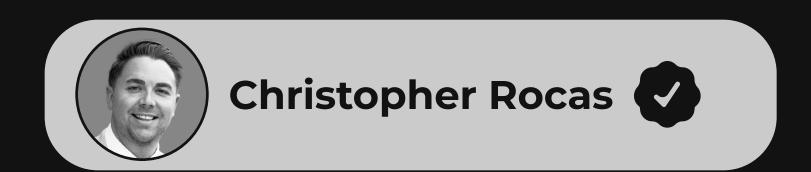


## 8. Law of Diminishing Returns

More effort doesn't mean more output.

Beyond a point, each extra input yields less and less output.

- Be strategic with your efforts.
- · Focus on resource distribution.
- Be aware when enough might be enough.

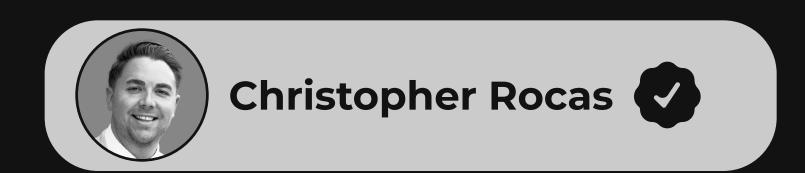


## 9. Sunk Cost Fallacy

The Sunk Cost Fallacy is to continue investing in lost causes because of past investments.

We let past losses dictate future decisions.

- Ignore sunk costs when making decisions.
- Evaluate choices based on future, not past.
- Your most valuable investment is time.



### 10. Halo Effect

This bias clouds your judgment in over-indexing a singular positive trait, ignoring negative traits.

A good first impression can cause us to overlook other traits.

- Judge a person in totality.
- Look beyond the surface.
- · Evaluate people based on all traits.



Thanks for reading!

What mental models would you add?

Follow me for more content about sales, soft-skills, and having a top 1% career.